JULY 20, 1959

THIRTY-FIVE CENTS

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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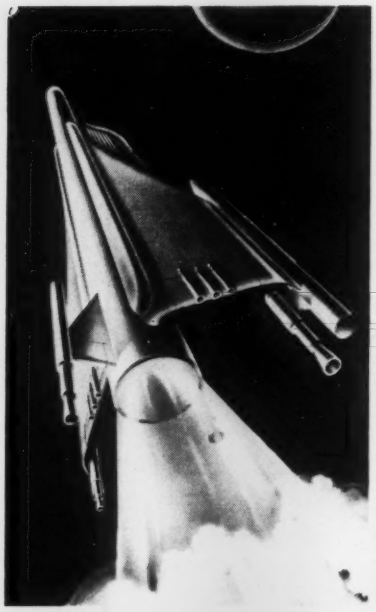
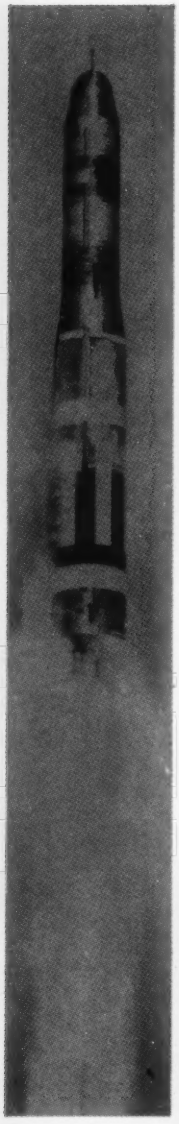
A NEW ZIV PROGRAM SERIES FOR SYNDICATED SALES

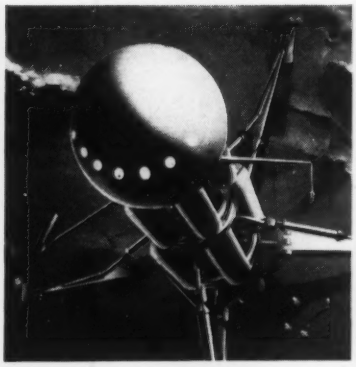
"THIS MAN DAWSON"

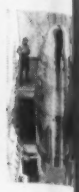
Starring KEITH ANDES

The Ziv man in your market has full details on how you can profit by using one of America's GREAT selling forces . . . a Ziv Show!

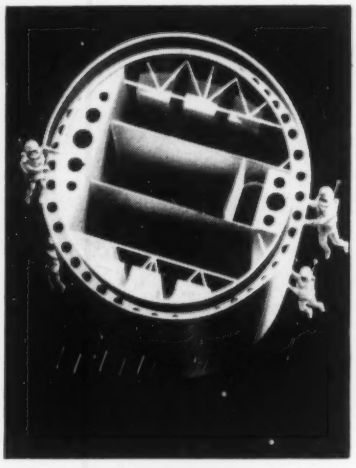


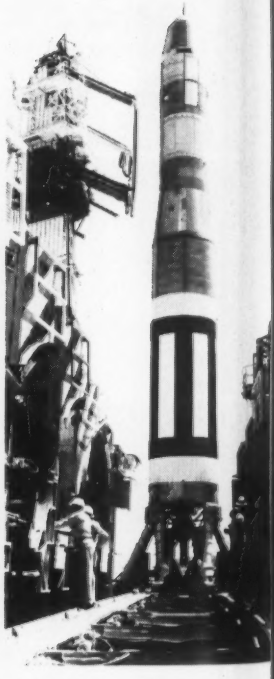


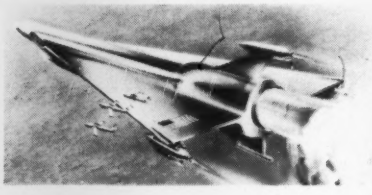




adventure tomorrow







"NEVER PUT OFF 'TIL TOMORROW..." WHAT YOU CAN BUY TODAY! And we mean "ADVENTURE TOMORROW!"

A COMPLETELY NEW and unusual series of half-hour TV programs is now available for the first time on video tape. Fresh from its successful run in Los Angeles—ready to prove a seller in your market.

THE DOCUMENTARY OF OUR TIMES and of times to come, ADVENTURE TOMORROW searches the fascinating world of science. Under the direction of a nationally known physicist, inventor and author, Martin L. Klein, Ph.D., it explores the wondrous world of missiles, jets and atomic projects.

IN A LUCID, EASILY UNDERSTOOD manner, Dr. Klein discusses the latest scientific developments. Each half hour digs deep into a different realm of science with such titles as:

"The Flying Giants"
"Behind the Pushbuttons"
"Prop Jets Made Simple"
"Countdown at Santa Susana"
"The Flying Wing"
"A Plane is Born"
"Glorious Gasbags"
"Space Probe"
"Flight of the Titan"
"Satellite High"
"North Pole by Nautilus"
"Supersonic Cops and Robbers"
"Mighty Like a Missile"
"Jet Propelled Seagull"
"Return from Outer Space"
"Flying Stovepipe"
"U.S. Planetoid #1"
"The Vertijet"

A FAVORITE WITH EVERYONE from 9 to 90, this exciting new series will surely pull top ratings in your markets. Let us repeat—Don't put off 'til tomorrow what you can buy today. Investigate ADVENTURE TOMORROW—today.

Write or call:

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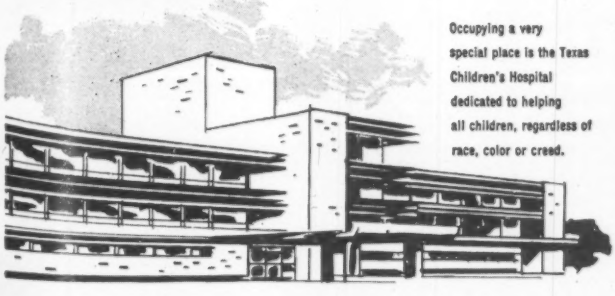
245 West 55th St., New York 19, N.Y., JUdson 6-1336 • 400 East 33rd St., Chicago, Ill., CAlumet 5-5520 • 1000 N. Cahuenga Blvd., Hollywood 38, Calif., HOllywood 2-7311

The best things in life...

Proud and impressive, the one-hundred million dollar
Texas Medical Center in Houston stands as the fulfillment
of a dream to further education, research and treatment.
Ever growing, this great and humanitarian project is among
the finest of its kind in the world.



Occupying a very special place is the Texas Children's Hospital dedicated to helping all children, regardless of race, color or creed.

K T R K TV

THE CHRONICLE STATION

P.O. BOX 12, HOUSTON 1, TEXAS-ABC BASIC GENERAL MANAGER,
HOUSTON CONSOLIDATED TELEVISION CO. WILLARD E. WALBRIDGE
NATIONAL REPRESENTATIVES: GEO. P. HOLLINGBERY CO., COMMERCIAL MANAGER,
500 FIFTH AVENUE, NEW YORK 36, N.Y. BILL BENNETT

Published every Monday, 53rd issue (Yearbook Number) published in September by Broadcasting Publications Inc.,
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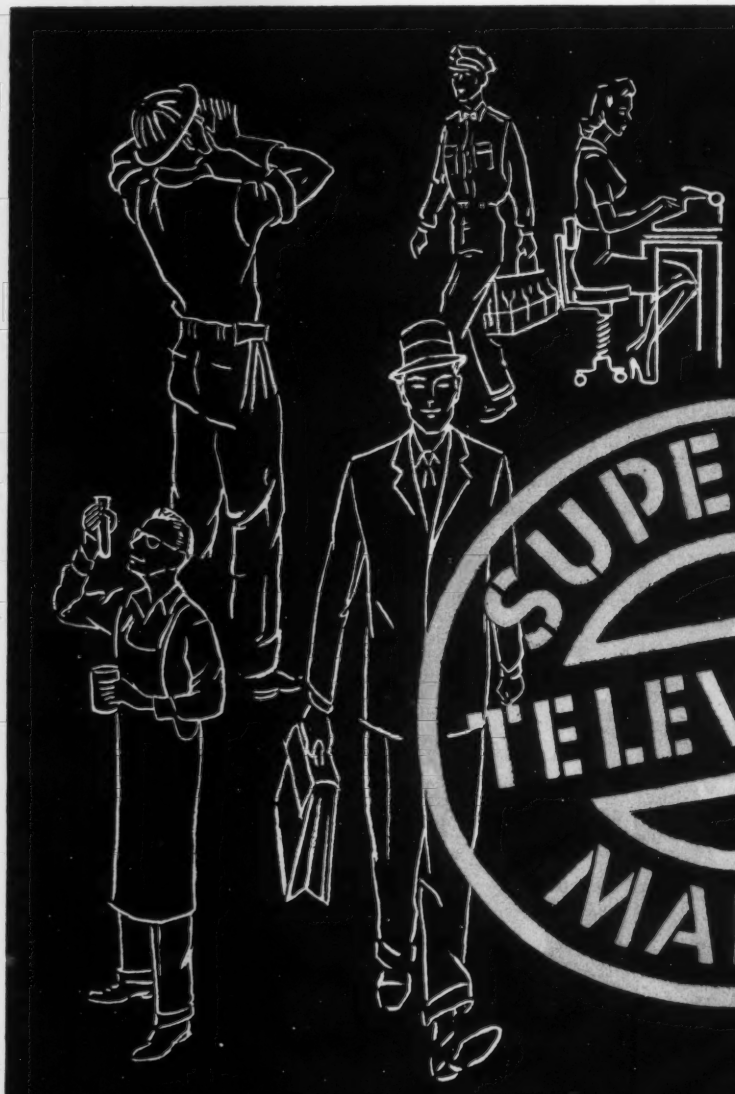
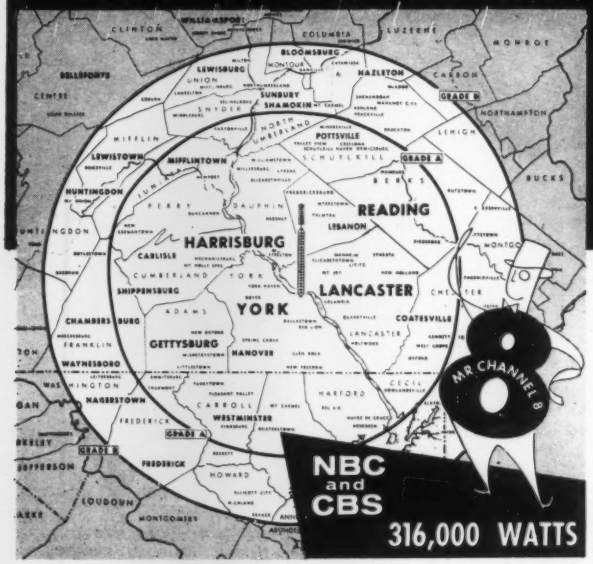


EMPLOYMENT continues high in the WGAL-TV coverage area. Stable payrolls assure steady spending. Advertise on WGAL-TV to reach all of the rich Lancaster-Harrisburg-York market.

SUPERIOR TELEVISION MARKET

AMERICA'S 10th TV MARKET



WGAL-TV

Channel 8
Lancaster, Pa.
NBC and CBS

STEINMAN STATION • Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

CLOSED CIRCUIT

Vhf drop-ins • Despite complexities, FCC majority hopes to clear way for vhf drop-ins in some two-station markets prior to its August recess but total won't exceed half-dozen—several with reduced separations under "temporary" authorization. While nothing is nailed down, among cities scrutinized for drop-ins (as of FCC's meeting last Monday) are Louisville, Providence, Grand Rapids-Kalamazoo, Syracuse and Rochester. These are in addition to indicated or authorized drop-ins for Fresno and Bakersfield, Calif. (two channels) Columbus, Ga., Birmingham, and Baton Rouge (page 70).

While 21 markets were on original drop-in list, FCC has been discouraged to note that violent shifts would be entailed in all but four or five cities. Minimum separation now is 170 miles and staff proposal is for temporary cuts down to 130 miles, but majority is disposed to go no lower than 150 miles (any cut will elicit vehement opposition of Assn. of Maximum Service Telecasters). To provide drop-ins adhering to separation standards, FCC staff found, would entail two to 12 moves for other stations in 21 cities. Example: drop-in of third station in Charlotte would mean nine separate shifts. Less than normal spacing drop-ins would be temporary, subject to change if and when tv band is expanded through exchange with government or by other means.

Salt Lake deal • Columbia Pictures Inc. (which owns Screen Gems) is negotiating for purchase of KDYL and KTVT (TV) for $3.1 million from Intermountain Broadcasting & Television Corp. (owned 80% by TLF Inc., Time Inc. subsidiary, and 20% by G. Bennett Larson, general manager of stations). This is in keeping with announcement by Ralph Cohn, president of Screen Gems (BROADCASTING, April 13) that Columbia Pictures would seek full quota of tv stations. Time Inc. purchased property in June 1953 for $2.1 million and is expected to acquire replacement in larger market.

Harrisonburg deal • Purchase by The Evening Star Broadcasting Co. (WMAL-AM-FM-TV Washington) of 50% interest of Transcontinent Television Corp. in WSVA-AM-FM-TV Harrisonburg, Va., based on 100% evaluation of $1.5 million, was in negotiation last week. Hamilton Shea, president and general manager, would retain his 50% interest and resident managership. WSVA-TV, founded in 1953, operates on ch. 3 with 8.32 kw visual and 4.17 kw aural and is affiliated with all three tv networks. WSVA operates on 550 kc with 5 kw-D, 1 kw-N and is NBC. WSVA-FM is on 100.7 mc with 7.2 kw.

Negotiations are being handled by David C. Moore, president of Transcontinent, and John W. Thompson Jr., president of Evening Star Broadcasting Co. Transcontinent purchased Harrisonburg stations in 1956 for $560,00. Other Transcontinent stations are WGR-AM-TV Buffalo, WROC-TV Rochester, 60% of WNEP-TV Scranton, KFMB-AM-TV San Diego and KERO-TV Bakersfield. It's presumed Transcontinent will seek fifth outlet in larger market.

Future book • NBC-TV program planning already extends into 1960-61 season, although there are still few holes in upcoming schedule (2½ hours yet unsold, including two half-hours not yet programmed). One of major 1960-61 projects being drafted is called *Five Against Crime*, weekly hour which will have five stars appearing in individual episodes. It's being worked out by programming chief David Levy with Dick Berg, new to network, assigned writing job.

Quiet meeting • Board of Directors of CBS Radio Affiliates Assn. has scheduled what is billed as quiet two-day meeting in New York this week. Sessions will be held today (July 20) for board members only, and Tuesday for board with network top brass. Meeting is said to be preliminary to annual affiliates convention to be held in New York Sept. 23-24, and insiders say they expect no fireworks to be ignited. Charles C. Caley, WMBD Peoria, Ill., heads affiliates board.

Suspended judgments • Although FCC intends to resume consideration of "oversight" cases, suspended during trial of former Comr. Richard A. Mack, Dept. of Justice last week was considering asking FCC to hold up all such cases until after re-trial which it has announced it intends to seek in light of hung jury. As of Friday, Attorney General William P. Rogers had proposal under consideration, but there was inference that Department would prefer not to unduly delay FCC handling of regular business.

Politicos on Madison Ave. • Paul Butler, chairman of National Democratic Committee, and J. Leonard Reinsch, radio-tv advisor to committee and executive director of Cox stations, talked in New York last week to eight advertising agencies about handling national Democratic account for 1960 campaign. Budget will be higher than $2.25 million in 1956 when Norman, Craig & Kummel, New York—in running for 1960 business—handled account. In addition to his radio-tv advisory work for Democratic committee, Mr. Reinsch is executive director of 1960 Democratic convention in Los Angeles.

On the scene • Egmont Sonderling, owner of highly successful WDIA Memphis, personally will take over management of KWBR Oakland, Calif., which he acquired last week for $550,000 with FCC approval. He will seek change in call to KDIA. Mr. Sonderling also owns WOPA-AM-FM Oak Park, Ill.

Tape Transition • Swift switch from optical film to video-taped television productions is seen in expected merger of two Hollywood majors — Mark Armistead Inc., renter of camera equipment, and Glen Glenn Sound Co., audio recorder for producers. Top executives of two production specialists indicated last week they're sold on merits of tape after inspecting live color productions at WBTV (TV) Charlotte, N.C., where two RCA tv tape racks are in regular operation.

Special enthusiasm was voiced by Armistead and Glenn executives over quality of black-and-white image from color-taped programs. They indicated merger plans call for operation of mobile production vans that would be fully equipped for both studio and outdoor production, adding flexibility to outdoor shots and bringing tv programming nearer to theatrical film versatility. Finally they point to inherent benefits of tv film over optical film and kinescopes.

WDRC to continue CBS • Richard D. Buckley and John B. Jaeger, widely recognized independent radio operators (WHIM Providence, R. I., and formerly WNEW New York), don't plan to keep that status with newly acquired WDRC Hartford. They've indicated station will continue as affiliate of CBS Radio, meaning they consider network's controversial Program Consolidation Plan acceptable. WHIM will continue as independent.

You Can't Hit the Toledo Strike Zone by PITCHING from Detroit

Penetration by stations out-of-Toledo has dropped from 54% to 30%* share of the total audience. No single outside station can claim more than 15% share.

You can now be sure of domination with WSPD-TV, Toledo's unchallenged leader.

Jan.- Feb. ARB

"Famous on the local scene"

WSPD-TV

CHANNEL 13 • TOLEDO

Represented by the Katz Agency

Storer Television

STORER BROADCASTING COMPANY

WSPD-TV Toledo | WJBK-TV Detroit | WJW-TV Cleveland | WAGA-TV Atlanta | WITI-TV Milwaukee

WEEK IN BRIEF

MR. ARNOLD

Humor and the square sex • The cash register shows who's hip when it comes to viewing and acting on the content of the funny tv commercial. If you've been one of the many who think the gassers are strictly for the boys, you'll be pleasantly surprised to learn that the comics communicate to the ladies too, in the most effective way: sales. Maxwell Arnold Jr., vice president and copy director, Guild, Bascom & Bonfigli, San Francisco, tells the story in this week's MONDAY MEMO. Page **23.**

Tv "image" drive set • Full speed ahead is ordered for industry-wide public relations campaign as committees meet to nominate a director and recommend program and business policies. Fall starting date seen. Page **35.**

NBC auto study: It's tv on top • Showroom shoppers and car dealers choose tv for fourth straight year as the dominant stimulus for new car sales, ranking medium over newspapers and magazines for national advertising. Page **42.**

The battle of San Francisco • Some of the leading exponents of modern and traditional radio programming are now locked in head-to-head competition. The outcome could have widespread effect. Page **50.**

Lessons in management • Three-score broadcast executives complete intensive two week course in business operations at Harvard Graduate School of Business Administration. Course, conducted under NAB auspices, described by student-executives and Harvard officials as highly successful. Page **62.**

Sec. 315, Senate style • Senate Commerce Committee approves its own version of Sec. 315 exemptions, including news, documentaries, commentary and interview; House Commerce Committee meets today (Monday) to consider similar legislation. Page **68.**

The push to vhf • FCC moves toward adding vhf to intermixed cities; Fresno, Bakersfield, Calif., and Columbus, Ga., get additional v's; proposed rule-making issued on more v's for Montgomery or Birmingham, Ala., and Sacramento or San Francisco, Calif. Page **70.**

Heat—and light—on the Hill • FCC Chairman Doerfer in acrimonious exchange with Sens. Pastore and McGee as Senate committee ends catv-booster hearings with promise of legislation. Page **72.**

Boston ch. 5 case resumes • FCC General Counsel's Office, getting off first shot in new round, asks examiner to revoke ch. 5 grant to WHDH Boston and disqualify WHDH and Massachusetts Bay Telecasters from contest. Page **75.**

Oversight in a nutshell • Rep. Harris tells House where Legislative Oversight has been, what it currently is doing and what it plans for future and discloses plans for Advisory Council on Administrative problems. Page **76.**

DEPARTMENTS

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THE
LANSING*
MARKET
IS
MOVING UP . . .

now ranked 69th
(SRDS — May, 1959)

. . . and the very best buy to serve and sell its 313,100 residents is

WILS

with 5000 watts
and
190% MORE LISTENERS
than the market's
No. 2 station
(C. E. Hooper — '59)

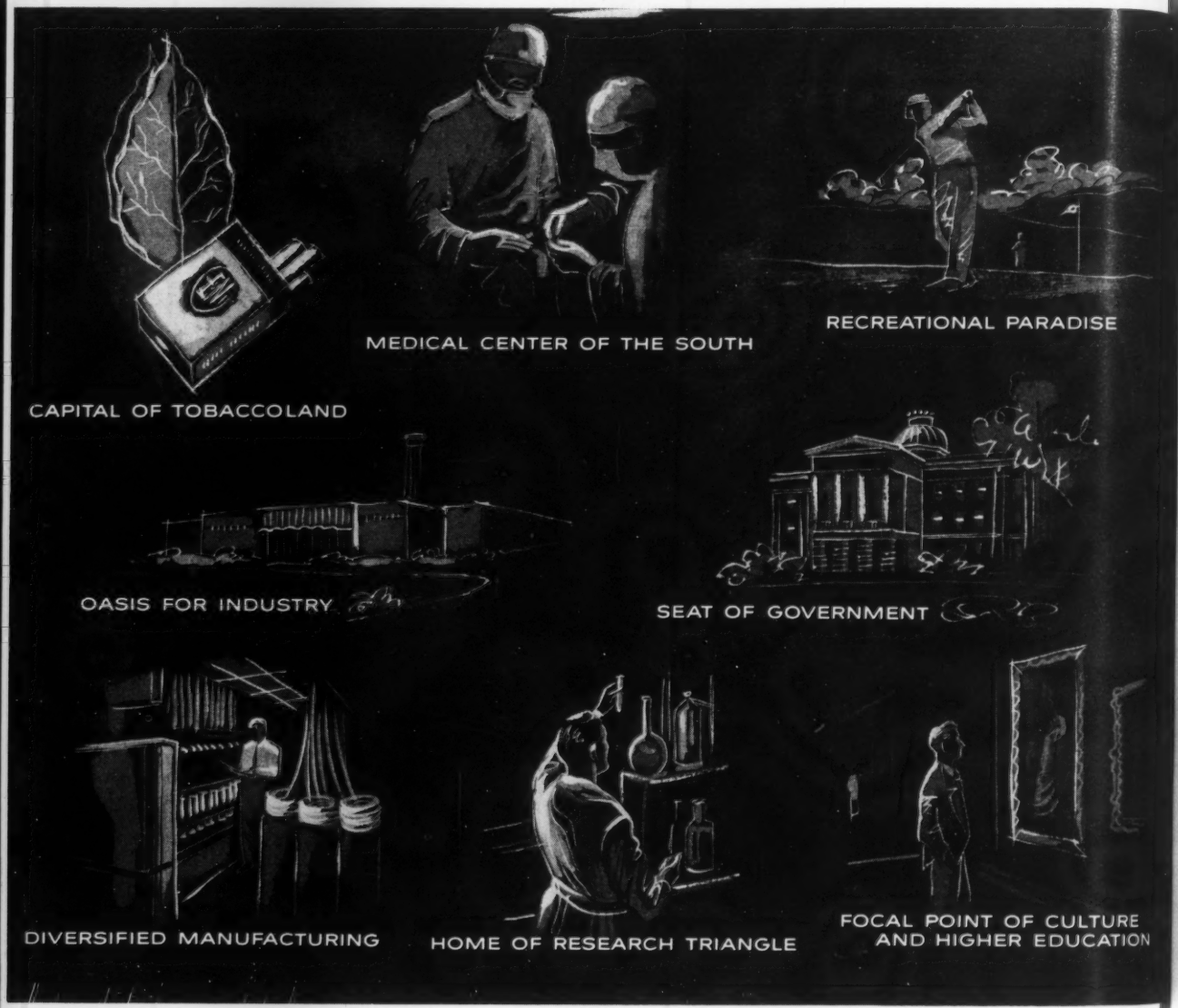
*Michigan's capital city market now boasts
• 91,960 households
• $366,285,000 retail sales
• $588,989,000 spendable income

Represented by VENARD, RINTOUL & McCONNELL, Inc.

WILS is associated with WILX-TV
NBC • CHANNEL 10
studios in Lansing – Jackson – Battle Creek
and WPON-PONTIAC

913

PROFILE OF A MARKET
Raleigh-Durham



WTVD IS THE DOMINANT STATION IN THE RALEIGH-DURHAM MARKET *ASK YOUR PETRY MAN*

WTEN Albany **10** ☆ **WTVD** Raleigh-Durham **11** ☆ **WPRO-TV** Providence **12** CBS AFFILIATES

CAPITAL CITIES TELEVISION

AT DEADLINE

LATE NEWSBREAKS APPEAR ON THIS PAGE AND NEXT • DETAILED COVERAGE OF THE WEEK BEGINS PAGE 35

Humphrey interview: NBC airs, CBS denies

NBC and CBS were at odds in interpreting equal-time political law Friday (July 17), with Sen. Hubert Humphrey (D-Minn.) appearing on NBC-TV's *Today* program after being dropped by CBS-TV from scheduled appearance on *Face the Nation* (early story page 69).

In *Today* appearance, Sen. Humphrey said Congress will amend Sec. 315 and asserted that FCC's extension of equal-time requirement to news coverage "would make a shambles out of the entire public service aspects of radio and television." He also suggested that "maybe I was getting a little high-pressure lobbying" in CBS' decision to withdraw his *Face the Nation* invitation. CBS contended that formation of "Humphrey for President Committee" by senator's friends made him candidate under Sec. 315 and that if he appeared on *Nation* it would be necessary to grant equal time to any other candidate who applied.

NBC disagreed with CBS reasoning. While its invitation to appear on *Today* was issued before it knew of CBS action, NBC said: "In the opinion of NBC's legal counsel, Sen. Humphrey was not then a candidate for nomination for the presidency within the meaning of Sec. 315. . . . In any event, committees of the Senate and House have within the past few days recommended amendment of this section to permit the appearance of candidates in newscasts without involving the equal time provisions of the statute. We expect and hope that such an amendment will be swiftly voted by the Congress. . . ."

Sen. Humphrey said he was not "complaining" about CBS' action, but that if it is "followed up in meticulous detail, it will mean literally throwing off the air and television every person that is mentioned for public office." Asked whether he wanted to be President, he told *Today* audience he thought this question "will one of these days be answered in the affirmative." He said formation of Humphrey for President Committee was announced because he thought it better "to say there is such an office and . . . say very frankly that this office is actively promoting at least the effort to make Hubert Humphrey a candidate for President."

Cue: station 'break'

There's mild feuding at 1440 Broadway in New York, home of WOR New York and Mutual. WOR has started to broadcast station cues which say: "This is WOR-AM-FM, owned by RKO General," whereas in past, cues invariably mentioned that WOR was affiliated with Mutual Broadcasting System. It's understood reasons for new cue are (1) WOR wanted to disassociate itself from Mutual as some listeners think WOR is in voluntary bankruptcy as is network and (2) WOR wanted to prepare listeners and trade for disaffiliation with Mutual, which has not been officially announced. In turn, Mutual revealed last week that it's adopting new station cue: "This is Mutual, the Network of Independent Stations."

Broadcaster-publisher Eugene Meyer dies

Eugene Meyer, 83, chairman of board of *Washington* (D.C.) *Post & Times Herald* (WTOP-AM-FM-TV Washington and WJXT [TV] Jacksonville, Fla.), died Friday afternoon (July 17) in Georgetown Hospital, Washington. Mr. Meyer had been under treatment for heart ailment and cancer.

Born in Los Angeles, Mr. Meyer amassed fortune as head of his own New York investment firm. In 1933, he purchased *Washington Post* and in 1944 bought WINX Washington for $500,000. Mr. Meyer, through *Post*, then bought 55% of WTOP Washington from CBS in 1948 for $855,470 and sold WINX. CBS and *Post* purchased ch. 9 WOIC (TV) (changing call to WTOP-TV) from Bamberger Broadcasting Co. for $1.4 million in July 1950 and in October 1954 CBS sold its 45% interest in WTOP Inc. to *Post* for $3.5 million.

Mr. Meyer's newspaper also owns WJXT, which it purchased in January 1953 (then WMBR-TV) along with WMBR-AM-FM for $2.47 million. Am-fm stations were sold last year to WWDC Washington (Ben Strouse). *Washington Times Herald* was purchased in 1954 and merged with *Post*.

Test for WFBG-TV among actions by FCC

FCC actions:

• Granted ch. 10 WFBG-TV Altoona, Pa., authority to operate experimental ch. 10 outlet in Johnstown, Pa., to test coverage but not for commercial use or to rebroadcast regular WFBG-TV programs. Experimental station required to operate only while ch. 11 WIIC (TV) Pittsburgh is not on air. WIIC, WJAC-TV and WARD-TV, both Johnstown, had opposed WFBG-TV proposal.

• Denied petitions of KPOA and KULA, both Honolulu, asking revocation of license of KPOI Honolulu (BROADCASTING, June 22). KPOA and KULA had claimed veteran broadcaster John D. Keating is actual owner of KPOI through his relationship with Jock Fearnhead, former WINS New York manager who purchased KPOI this spring. Mr. Keating was co-owner of WINS and KDAY Santa Monica, Calif., with J. Elroy McCaw until FCC approval last week of stock transfer giving Mr. McCaw WINS and Mr. Keating WDAY. Two jointly own KALA (TV) Wailuku and KONA (TV) Honolulu with Mr. Keating retained as WINS consultant for 80 months at $1,000 per month.

• Directed preparation of document granting Palm Springs Translator Inc. translators on ch. 70 and 73 (K70AL and K73AD) in Palm Springs, Calif.

5 N. Y. fm's bought in $420,000 package

Station sales announced Friday, subject to FCC approval:

Five station group of upstate New York fm stations sold July 17 by Co-operative Grange League Federation Exchange (GLF) to Ivy Broadcasting Co. of Ithaca, N.Y., for $420,000. Stations, operated as Northeast Radio Network, are WRRL Wethersfield, WRRE Bristol Center, WRRA Ithaca, WRRD De Ruyter and WRRC Cherry Valley.

Ivy Broadcasting is owned by group including E.E. Erdman, A.H. Treman, J.J. Clynes Jr. and George Abbott. They also own WTKO Ithaca and WOLF Syracuse. Mr. Erdman is

CONTINUES *on page 10*

AT DEADLINE

CONTINUED *from page 9*

broadcaster; others are Ithaca businessmen.

GLF took over as sole owner of stations in 1952. Group was formed in 1947 as Rural Radio Network. Stations have been part of QXR Network, which carries programs originated by WQXR (FM) New York, and had also relayed feeds to eight other upstate New York stations. That arrangement will be terminated. QXR network said Friday it is taking steps to insure continuation of service to area.

WILO Frankfort, Ind., sold by T. M. Nelson and David Gifford to Vernon J. Kasper, midwest broadcasting official, for $80,000. Broker was Hamilton-Landis & Assoc. WILO is 250 w daytimer on 1570 kc.

Friendly expands

Fred W. Friendly named Friday (July 17) to be executive producer of *CBS Reports*, hour-long informational series to be presented in CBS-TV prime time once monthly starting this fall, twice monthly following year and weekly thereafter. Mr. Friendly will continue as co-producer (with Edward R. Murrow) of CBS-TV's *Small World*. Plans for *CBS Reports* were first disclosed by CBS President Frank Stanton last spring (BROADCASTING, June 11).

AFA group named

Advertising Federation of America, New York, Friday (July 17) named nine officers and directors to AFA executive committee, scheduled for initial meeting next Friday (July 24). They are:

James S. Fish, vice president and director of advertising, General Mills Inc., Minneapolis, and AFA board chairman; John P. Cunningham, chairman of Cunningham & Walsh, New York, and vice chairman of AFA board; Mary E. Busch, executive vice president, Emery Adv., Baltimore; E.W. Ebe, vice president, General Foods Corp., White Plains, N.Y.; Robert M. Feemster, chairman, executive committee, "Wall Street Journal"; Melvin S. Hattwick, director of advertising, Continental Oil Co., Houston; George W. Head, manager of advertising and sales promotion, National Cash Register Co., Dayton; C. James Proud, president and general manager, AFA, and Perry L. Shupert, vice president, sales and advertising, Miles Labs, Elkhart.

Ask allocation shifts

Tv allocation changes requested of FCC, reported Friday:

• WHP Inc. (WHP-TV), Harrisburg, Pa., asked that ch. 12 be moved from Wilmington, Del., to Harrisburg. Change would involve reallocations in Dover, Del., and Atlantic City, N.J.

• United Electronics Labs., Louisville, Ky., asked assignment of ch. 32 from Richmond, Ind., and Oak Ridge, Tenn., to Louisville. Would involve changes in Madison, Muncie and Richmond, Ind.

Superintendent of Public Instruction, Lansing, Mich., requested allocation of ch. 9 from Alpena, Mich., to Cadillac, Mich., and reservation for educational use. Recommended substitution of ch. 6 for ch. 9 at Alpena.

NBC ok's quiz release

Continuing to-do about New York grand jury presentment on alleged quiz show misbehaving prompted NBC to issue statement Friday (July 17) saying it would welcome publication of probe findings if court thought it legal to do so. Network said it had and would cooperate with grand jury and district attorney, and had never sought to block release of presentment.

New York District Attorney Frank Hogan earlier in week urged judge in case, Mitchell D. Schweitzer of Special Sessions Court, to release report on quiz "rigging," stating disclosure would be in public interest and would lead to corrective legislation. Judge has impounded presentment on ground it makes accusations without offering forum for denials. Decision is due in next month.

CBS spokesman Friday repeated network's position that it cannot comment on matter still before court.

• Business briefly

• American Tobacco Co., N.Y., for its dual filter Tareyton cigarettes, lining up some 20 markets for 52-week spot tv campaign starting Sept. 1. Prime time station breaks have been purchased in Portland, Ore, and Houston, Tex. Agency: Lawrence C. Gumbinner, N.Y.

• P. Lorillard Co., N.Y., announced Friday (July 17) new Spring cigarette brand headed for rapid national distribution, starting with radio-tv spot drive and print campaign this week in Philadelphia and Providence. With ad strategy in formulative stage, copy theme of king-sized filter Spring, with "wisp of menthol," will be ". . . the cigarette which 'air-conditions' the smoke," with emphasis on "amazing electroic process created by Lorillard research." Agency: Lennen & Newell, N.Y.

• Marlboro Cigarettes (through Leo Burnett, Chicago) Shell Oil (J. Walter Thompson, N.Y.) and Ballantine Beer (William Esty, N.Y.) set to sponsor New York Giants pro football games this fall on CBS-TV regional network in New York and New England. Regional network is part of CBS-TV national coverage of pro football, which in some cases will present six games regionally in one afternoon.

WEEK'S HEADLINERS

MR. BARNATHAN

JULIUS BARNATHAN, vp and director of research, ABC-TV, named to newly created post of vp for affiliated stations. ALFRED R. BECKMAN continues as vp in charge of station relations, and DONALD S. SHAW JR. continues as director of station clearance, with both reporting to Mr. Barnathan. FREDERICK PIERCE, manager of audience measurements with ABC-TV's research department, appointed manager of research also reporting to Mr. Barnathan whose duties include supervision of station relations, station clearance and research departments. Prior to joining ABC five years ago Mr. Barnathan was director of media research and statistical analysis with Kenyon & Eckhardt, N.Y.

JULIAN GOODMAN, manager of news for NBC in Washington, named to new post of director of news and public affairs with assignment in New York. He will report to WILLIAM R. MCANDREW, vp, NBC News. ELMER W. LOWER, director of operations and general manager of election and convention coverage for CBS News, will succeed him in Washington. J. O. MEYERS continues as director of NBC News, and EDWARD STANLEY remains director of public affairs, both reporting to Mr. Goodman. Mr. Goodman joined NBC as news writer 14 years ago, has played key role in organizing radio and tv coverage of three presidential elections as well as first filming of presidential press conference.

MR. GOODMAN

FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES

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1959

IN THE MIDLAND'S MANUFACTURING METROPOLIS

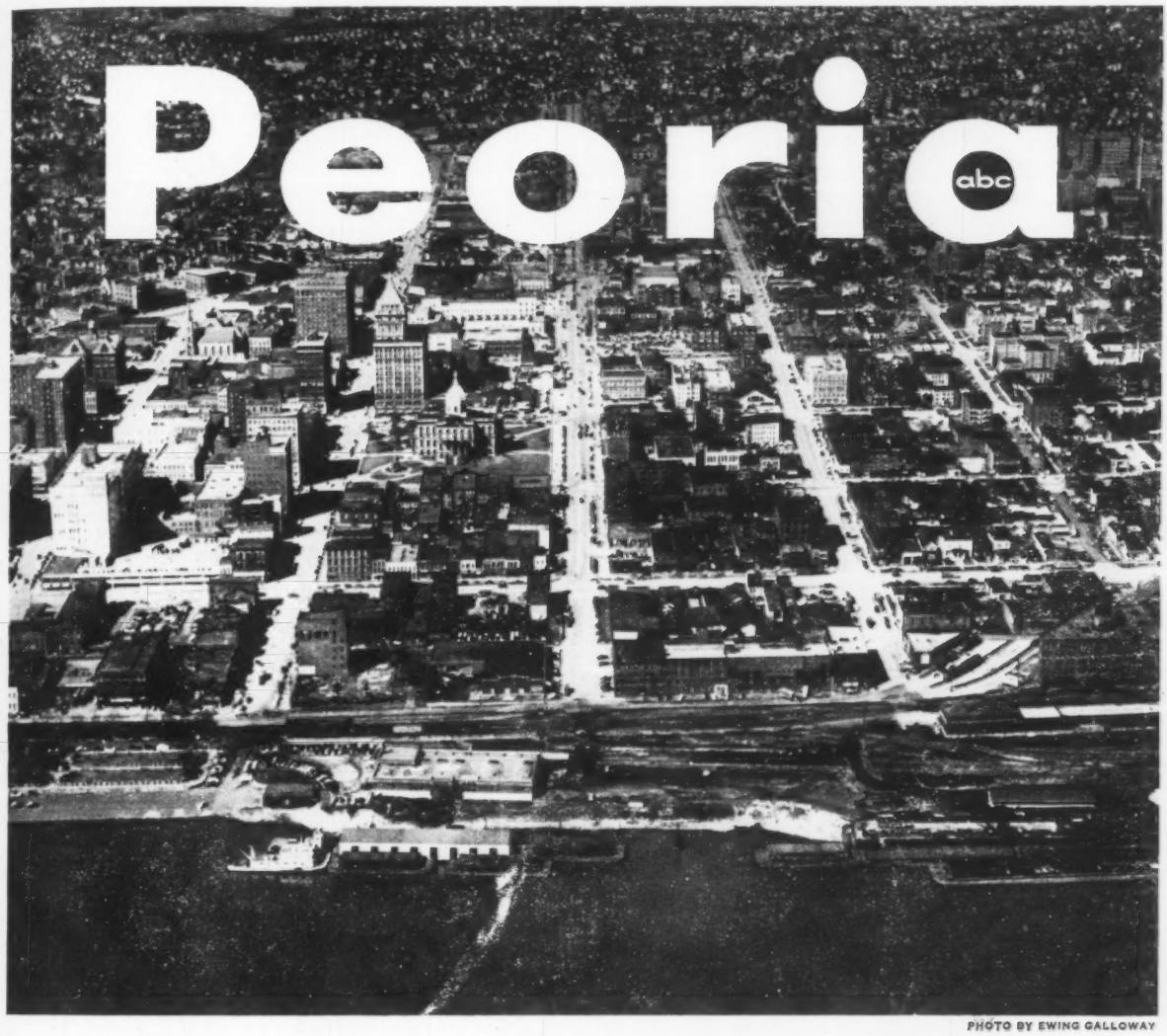


PHOTO BY EWING GALLOWAY

...The top station in this top test market

WTVH

announces the appointment of

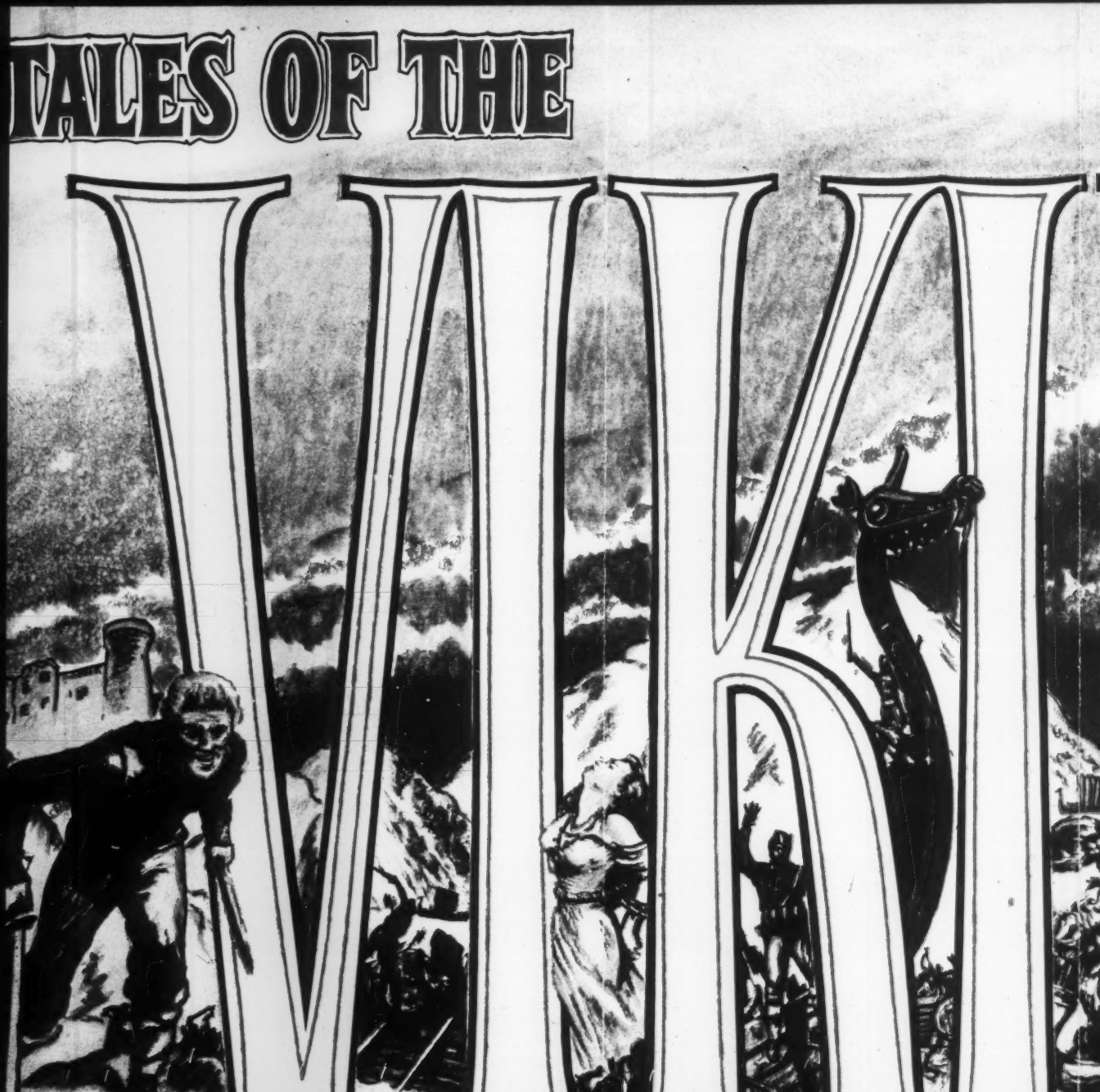
BLAIR TELEVISION ASSOCIATES

as National Representatives effective July 1, 1959

HILLTOP BROADCASTING COMPANY, PEORIA, ILLINOIS

LIFT HERE FOR IMPORTANT NEWS FROM

TALES OF THE VIKI

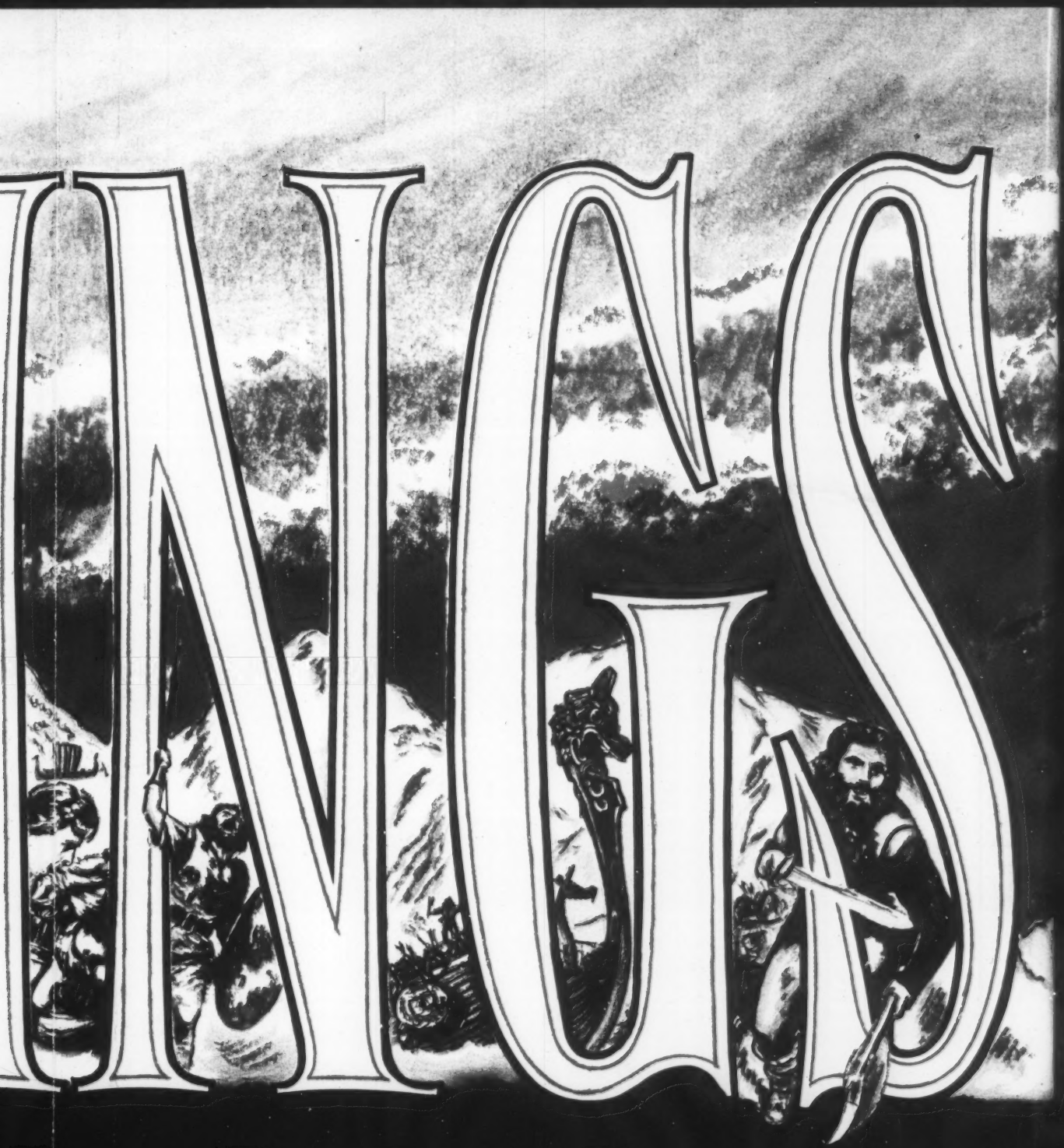


Starring Jerome Courtland and a Galaxy of Su

39 HALF-HOURS AVAILABLE FOR FALL!

NOW FOR SYNDICATION...T ADVENTURE SERIES EVER

Write, Wire or Phone UNITED ARTISTS TELEVISION, Inc.

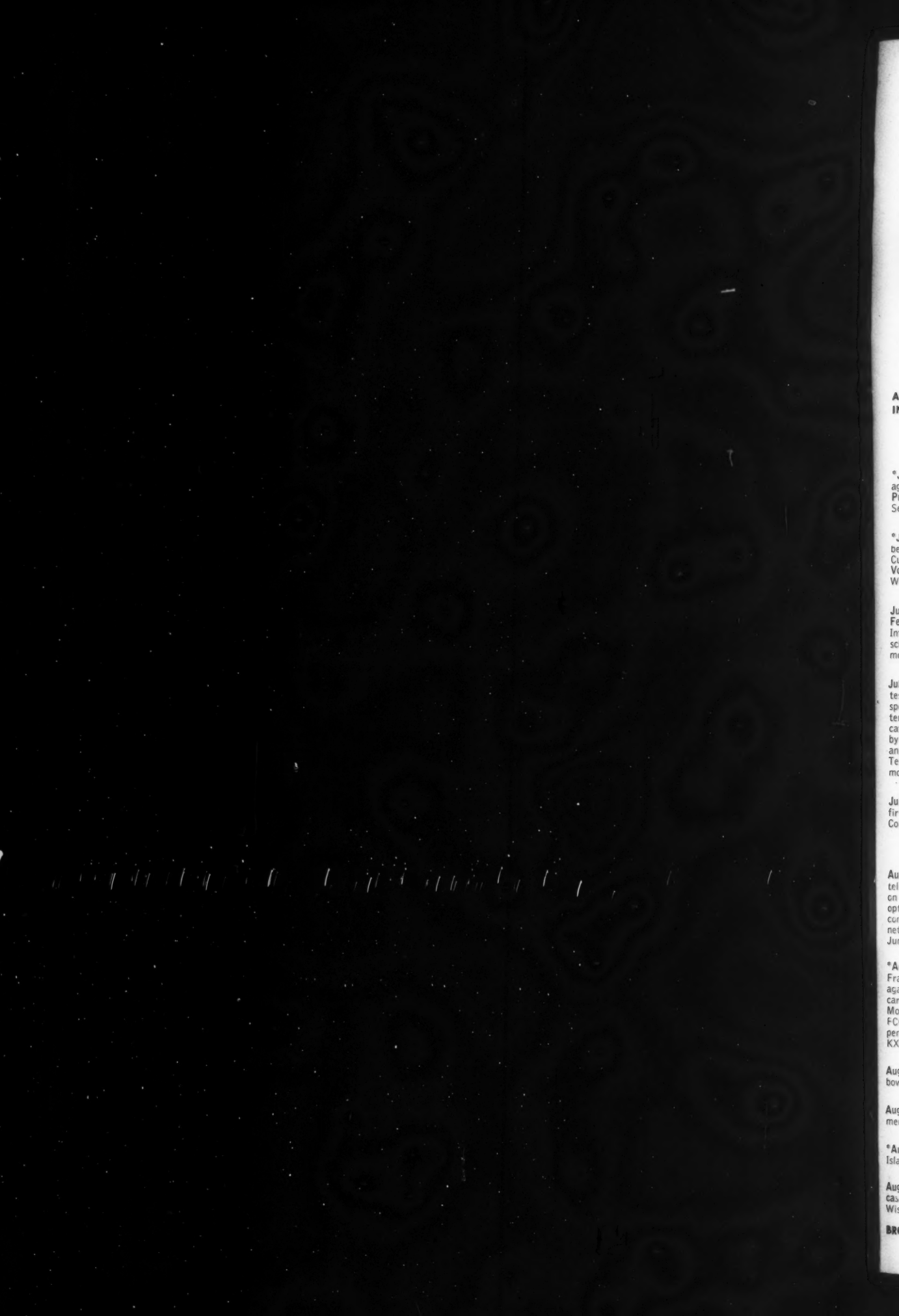


Surprise Guest Stars • A Brynaprod Productio

..THE BIGGEST, RICHEST SEA
R BROUGHT TO TELEVISION!

United Artists Televisio

Inc. 729 Seventh Avenue, New York 19, N.Y. Circle 5-600



A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS
(*Indicates first or revised listing)

JULY

*July 21—Hearings begin on administrative agencies by **Senate Judiciary Subcommittee on Practices & Procedures,** 10 a.m., Rm. 2228, New Senate Office Bldg.

*July 21—**Firestone Tire & Rubber Co.** testimony before FCC Chief Hearing Examiner James D. Cunningham on demise of company's music show, **Voice of Firestone.** 10 a.m. FCC headquarters, Washington, D.C.

July 24—FCC Comr. T.A.M. Craven will address **Federal Communications Bar Assn.** luncheon on International Telecommunications Conference scheduled to begin in Geneva, Switzerland, next month. Willard Hotel, Washington.

July 24—Oral argument before **FCC** on protests by group of television broadcasters against specialized common carrier microwave relay systems which carry tv signals from large cities to catv systems in small cities and towns served by these broadcasters. Involved are broadcasters and catv operators in Helena, Mont.; Laredo, Tex.; Tallahassee, Fla.; Riverton-Lander-Thermopolis, Wyo., and Tyler, Tex.

July 30—**Radio & Television Executives Society's** first annual Fun Day Outing, Pelham (N.Y.) Country Club, for RTES members and guests.

AUGUST

Aug. 3—Comments due on **FCC** proposal to revise television network rules including cutting down on option time, counting straddle programs as option time entirely, etc. Commission requests that comments also refer to same revisions in radio network rules. Docket 12,859. Postponed from June 22.

*Aug. 4—Argument in **Ninth Circuit Court,** San Francisco, on request for temporary injunction against FCC by Montana Microwave (common carrier relay feeding Spokane tv signals to Helena, Mont., community tv system). Litigation is against FCC order staying grant to Montana Microwave pending outcome of protest proceeding filed by KXLJ-TV Helena.

Aug. 16-17—**Montana Broadcasters Assn.,** Rainbow Hotel, Great Falls.

Aug. 16-18—**Georgia Assn. of Broadcasters,** summer meeting, Jekyll Island.

*Aug. 16-18—**Georgia AP Broadcasters,** Jekyll Island.

Aug. 18-21—**National Assn. of Educational Broadcasters,** seminar for radio station managers, U. of Wisconsin, Madison.

Aug. 18-21—**Western Electronic Show & Convention** (Wescon), Cow Palace, San Francisco. Dr. Herbert F. York, Defense Dept. director of research and engineering, will speak Aug. 21 at luncheon to be held at Fairmont Hotel.

*Aug. 20-22—**South Carolina Broadcasters Assn.,** Holiday Lodge, Myrtle Beach.

Aug. 21-23—**Arkansas Broadcasters Assn.,** Arlington Hotel, Hot Springs. Howard H. Bell, NAB, will conduct editorializing clinic.

Aug. 23-24—**UPI Broadcasters of Connecticut, Massachusetts, Rhode Island, Maine, Vermont and New Hampshire** aboard aircraft carrier **Wasp** at sea; board destroyer at South Boston Naval Annex for transfer to **Wasp** 100 miles out; return to Boston.

Aug. 24-28—**American Bar Assn.,** annual meeting, The Americana, Miami Beach, Fla.

Aug. 25-28—Closed-circuit tv seminar, **National Assn. of Educational Broadcasters,** U. of Pennsylvania, University Park, Pa.

Aug. 28-30—**West Virginia Broadcasters Assn.,** Greenbrier, White Sulphur Springs. FCC Comr. Frederick W. Ford will speak.

Aug. 29—**Oklahoma Broadcasters Assn.** summer meeting, Lake Murray Lodge, Ardmore. Judge John Brett, presiding judge of Oklahoma Criminal Court of Appeals whose court rendered decision in favor of court broadcasting, will address luncheon. Ben Sanders, KICD Spencer, Iowa, will conduct sales clinic.

SEPTEMBER

Sept. 3—**North Carolina AP Broadcasters** annual meeting, Charlotte.

Sept. 4-5—**Texas AP Broadcasters,** 1959 convention, Rice Hotel, Houston.

Sept. 10—**Advertising Research Foundation** seminar in operations research, on 13 consecutive Thursdays starting this date. Further information from ARF.

Sept. 11-12—**Country Music Assn. Board of Directors,** Springfield, Mo.

*Sept. 11-13—**Southwest stereo/hi-fi show,** Shamrock-Hilton Hotel, Houston, Tex.

Sept. 12—**AP Broadcasters of Ohio,** Columbus.
Sept. 16-18—**Michigan Assn. of Broadcasters,** fall convention, Hidden Valley, Gaylord.

Sept. 17—**Assn. of National Advertisers** sales promotion workshop at Hotel Sheraton-East, New York. Program on "incentive selling methods" to include panel discussions, case histories and presentations by recognized authorities. Horace Barry, merchandising manager, The Nestle Co., is program committee chairman.

Sept. 17-19—**Mutual Adv. Agency Network,** second in series of three-day workshop-business sessions under new format calling for three (instead of four) annual meetings, Bismarck Hotel, Chicago.

*Sept. 18-20—**Southwest stereo/hi-fi show,** Hotel Adolphus, Dallas, Tex.

Sept. 18-20—**United Press International Broadcasters Assn.** of Minnesota, Sawbill Louge, Tofte.

Sept. 21-22—**Louisiana Assn. of Broadcasters,** Francis Hotel, Monroe. Speakers include Ed Fitzgerald, J. Walter Thompson Co., Chicago, and Charles H. Tower, NAB personnel-economics manager, who will speak on "Labor Problems and Solutions in Broadcasting."

Sept. 22-24—**Electronic Industries Assn.** fall conference, Hotel Traymore, Atlantic City, N.J.

Sept. 21-23—**Westinghouse Broadcasting Co. Third Industrywide Public Service Programming Conference,** Stanford U., Palo Alto, Calif.

Sept. 23-24—**CBS Radio Affiliates Convention,** Waldorf-Astoria, New York.

Sept. 24-26—**AFA 10th District** convention, Hotel Texas, Fort Worth.

Sept. 25—**Advertising Research Foundation,** fifth

KOBY
gets your sales figures UP ON THEIR TOES
(in San Francisco)

KOBY delivers the audience in San Francisco! So when you tell your story on KOBY, you give your products and services maximum sales push. KOBY listeners are a loyal audience—and they're in a buying mood. That's why sales soar when you buy KOBY!

LET PETRY put you on the KOBY bandwagon—the most effective vehicle for reaching more of the San Francisco market.

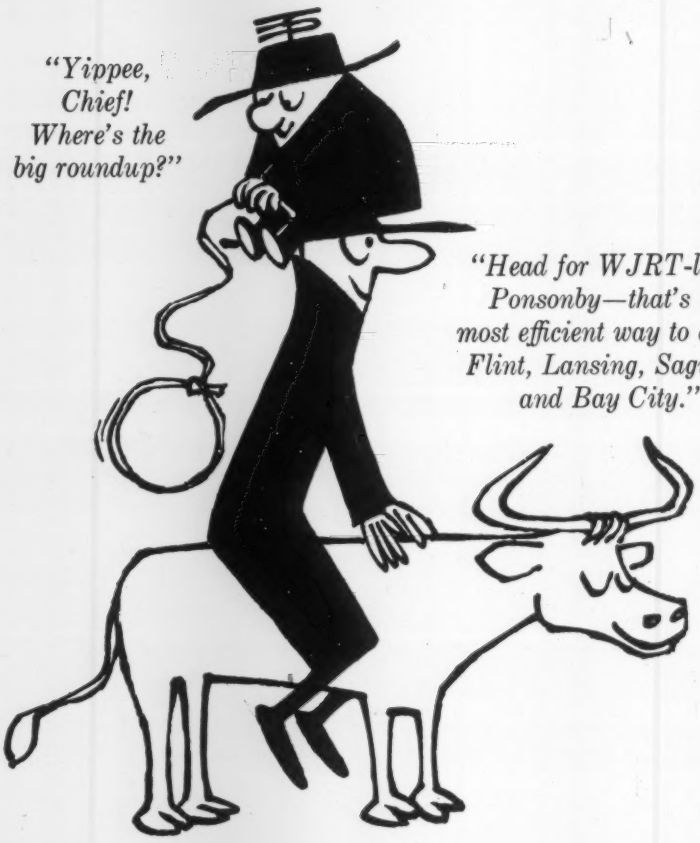
(Incidentally, when you're in Denver, stay at the Imperial Motel, 1728 Sherman, downtown, convenient.)

KOBY / *10,000 Watts in San Francisco*

For *Greenville, Mississippi* — **WGVM**

MID-AMERICA BROADCASTING COMPANY

Another thriller-diller from WJRT—


"Yippee, Chief! Where's the big roundup?"
"Head for WJRT-land, Ponsonby—that's the most efficient way to corral Flint, Lansing, Saginaw and Bay City."

If you want land, lots of land: Flint, Lansing, Saginaw and Bay City, to be exact—WJRT's your baby. With each of these big metropolitan areas getting WJRT's powerful Grade "A" signal or better, it's *the* most efficient way to buy Michigan's *other* big market. In all, you get nearly a half million TV households with this single-station buy. That's all of rich mid-Michigan, ready to hark to your message. Whenever you're ready to send it, just say the word.

WJRT

CHANNEL 12 FLINT

ABC Primary Affiliate

Represented by **HARRINGTON, RIGHTER & PARSONS, INC.**

New York • Chicago • Detroit • Boston • San Francisco • Atlanta

annual conference, Waldorf-Astoria, New York.

Sept. 25-26—Ninth annual **Broadcast Symposium, Institute of Radio Engineers** and **American Institute of Electrical Engineering**, Willard Hotel, Washington.

Sept. 26-27—**American Women in Radio & Television**, southwestern conference, Shamrock Hotel, Houston.

Sept. 29-Oct. 3—**Affiliated Advertising Agencies Network** international convention, Somerset Hotel, Boston.

OCTOBER

Oct. 4-6—**AFA 7th District** convention, Roosevelt Hotel, New Orleans, La.

Oct. 5-9—**Society of Motion Picture & Television Engineers**, 86th semi-annual convention, Statler-Hilton Hotel, New York.

Oct. 5-9—11th annual convention and professional equipment exhibit, **Audio Engineering Society**, Hotel New Yorker, New York. Technical papers from many nations have been submitted for presentation, covering newest theories, developments and achievements in the audio field, including stereo.

Oct. 6-7—**Electronic Industries Assn.**, value engineering symposium, U. of Pennsylvania. Virgil M. Graham, associate director; R. S. Mandelkorn, Lansdale Tube Co., general chairman.

Oct. 6-8—**Conference on Radio Interference Reduction**, auspices **IRE, Signal Corps** and **Armour Research Foundation**, Museum of Science & Industry, Chicago.

Oct. 7-9—**Canadian Section, Institute of Radio Engineers**, annual convention, Automotive Bldg., Canadian National Exhibition, Toronto, Ont.

Oct. 9-10—**Indiana Broadcasters Assn.**, French Lick, Ind.

Oct. 12-15—**National Electronics Conference**, 15th annual meeting and exhibit at Hotel Sherman, Chicago, with expectancy of 10,000 attendance and some 266 display booths. Sessions will be held on antennas and propagation, audio, circuit theory, communications systems, computers, microwaves, space electronics, television, transistors, and communication and navigation, among other topics.

Oct. 14-17—**Radio-Television News Directors Assn.**, 14th international convention, St. Charles Hotel, New Orleans. Among speakers will be FCC Chairman John C. Doerfer and Rep. John E. Moss (D-Calif.), who will discuss broadcast news and freedom of information, respectively.

Oct. 15—Beginning of the eight annual **NAB Fall Conferences.** For full list of dates and places, see special listing on page 18.

Oct. 15-16—**Central Region** annual meeting, **American Assn. of Advertising Agencies**, Drake Hotel, Chicago.

Oct. 18-21—Western Regional Convention, **American Assn. of Advertising Agencies**, Biltmore and Miramar Hotels, Santa Barbara, Calif. Agenda includes day of closed sessions for member agency management delegates and day-and-a-half of open sessions.

Oct. 22-23—**Audit Bureau of Circulations**, annual meeting, Drake Hotel, Chicago.

Oct. 23-25—Midwest conference, **Women's Adv. Clubs**, Milwaukee.

Oct. 26-30—**National Assn. of Educational Broadcasters** convention at Sheraton-Cadillac Hotel, Detroit.

Oct. 29-30—Electronic devices meetings sponsored by **Professional Group on Electronic Devices, Institute of Radio Engineers**, Shoreham Hotel, Washington.

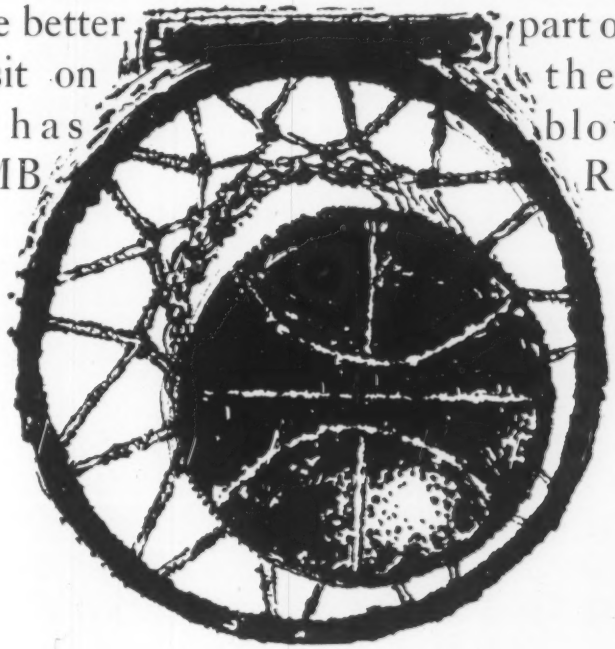
Oct. 29-31—**New Jersey Broadcasters Assn.**, fall meeting, Nassau Inn, Princeton.

NOVEMBER

Nov. 2-4—**Broadcasters Promotion Assn.** convention, Warwick Hotel, Philadelphia. Robert W.

SCORE!

If you are not piling up record sales points in San Diego, you are just not trying. Here is the real bounce and action of America today! The 19th market. KFMB Radio is here to help call your shots. Nice people with music that paces the swift, changing tempo. Variety programming for a variety of listeners. World news from CBS. Local tidings from the hometown reporters our fellow citizens turn to first—and believe. Living, buying and listening to KFMB Radio are the biggest audiences in the better part of Southern California. Don't sit on the sidelines—the whistle has blown. Take the ball with KFMB Radio. Score now!



KFMB RADIO CBS **SAN DIEGO**

REPRESENTED BY EDWARD PETRY & CO., INC.

the LONG and short of it

in the **Johnstown-Altoona Area**

71.9 WJAC-TV

28.1 WFBG-TV

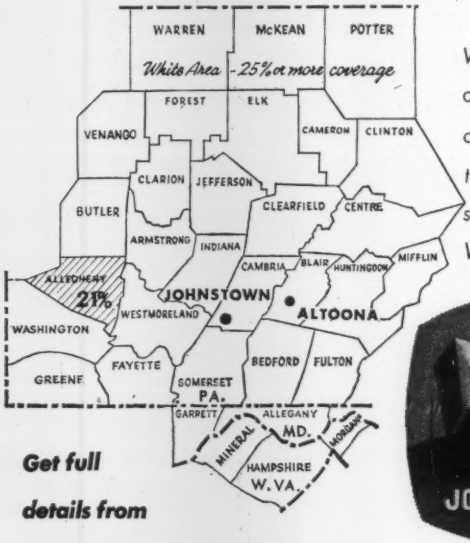
WJAC-TV holds a long, long lead over WFBG-TV, in station share of audience, sign on to sign off, all week long.

WJAC-TV--71.9
WFBG-TV--28.1

Proof from ARB, November, 1958, that WJAC-TV is far ahead of the competition in its area.

TOP 30 SHOWS ON WJAC-TV

Johnstown-Altoona Trendex, Feb., 1959



With a lead of nearly 3 to 1 over its nearest competitor, it's clear that WJAC-TV is the station viewers prefer. Buy the station more people watch . . . WJAC-TV

SERVING MILLIONS FROM ATOP THE ALLEGHENIES
WJAC-TV
JOHNSTOWN · CHANNEL 6

Get full details from

HARRINGTON, RIGHTER & PARSONS, INC.

here is... modern radio

You're missing a bet if you don't hear Lang-Worth's new "SHOWCASE" of RADIO HUCKSTERS and AIRLIFTS. Write for it today!

LANG-WORTH FEATURE PROGRAMS, INC.
1755 BROADWAY N.Y. 19, N.Y.
TELEPHONE: JUdson 6-5700

Sarnoff, NBC board chairman, will be keynote speaker. Other speakers: H. Preston Peters, Peters, Griffin & Woodward; Adam J. Young, Adam Young Inc., and James T. Quirk, **Tv Guide**. Jim Kiss, WPEN Philadelphia, program chairman, said agenda will provide maximum exchange of ideas. Panels will be restricted to two participants.

Nov. 4-5—**Eastern Annual Conference, American Assn. of Advertising Agencies,** Biltmore Hotel, New York. Seven specialized workshops and management events are scheduled.

Nov. 8-9—Fall meeting, **Texas Assn. of Broadcasters,** Texas Hotel, Fort Worth.

Nov. 9-10—**Institute of Radio Engineers,** radio fall meeting. Syracuse Hotel, Syracuse, N.Y.

Nov. 18—**East Central Region** annual meeting, **American Assn. of Advertising Agencies,** Penn-Sheraton, Pittsburgh. Afternoon and evening sessions open to invited guests.

Nov. 18-20—**Television Bureau of Advertising,** annual meeting, Sheraton Hotel, Chicago.

Nov. 19-20—**Tennessee Broadcasters Assn.,** Andrew Jackson Hotel, Nashville.

DECEMBER

Dec. 2-4—**Electronic Industries Assn.** winter conference, Statler-Hilton, Los Angeles.

Dec. 11—Comments due to the FCC on stereophonic multiplexing rules as part of FCC's inquiry into possible wider use for fm subsidiary communications authorizations.

JANUARY 1960

*Jan. 24-29—**NAB Board of Directors,** El Mirado Hotel, Palm Springs, Calif.

FEBRUARY 1960

Feb. 17—**Assn. of National Advertisers,** co-op advertising workshop, Hotel Sheraton-East, New York.

*Feb. 24-25—Fifth annual **State Presidents Conference** under NAB auspices, Shoreham Hotel, Washington. Presidents of state broadcasters association will attend; Voice of Democracy luncheon will be a feature.

MARCH 1960

March 16-18—**Electronic Industries Assn.,** spring conference, Statler Hilton, Washington.

APRIL 1960

April 3-7—**NAB Annual Convention,** Conrad Hilton Hotel, Chicago.

MAY 1960

May 18-20—**Electronic Industries Assn.** annual convention, Pick Congress Hotel, Chicago.

NAB FALL CONFERENCES

Oct. 15-16—Mayflower Hotel, Washington.

Oct. 19-20—Sheraton Hotel, Chicago.

Oct. 22-23—Somerset Hotel, Boston.

Oct. 29-30—Dinkler-Plaza Hotel, Atlanta.

Nov. 10-11—Texas Hotel, Fort Worth.

Nov. 12-13—Brown Palace Hotel, Denver.

Nov. 16-17—Ambassador Hotel, Los Angeles.

Nov. 19-20—Olympic Hotel, Seattle.

NEWSMAKER STATION of the WEEK

KLAC appoints EASTMAN

KLAC

STANDS FOR LOS ANGELES, CALIFORNIA
The Nation's 2nd Market...7½ Million

YES, AND IT ALSO STANDS FOR:

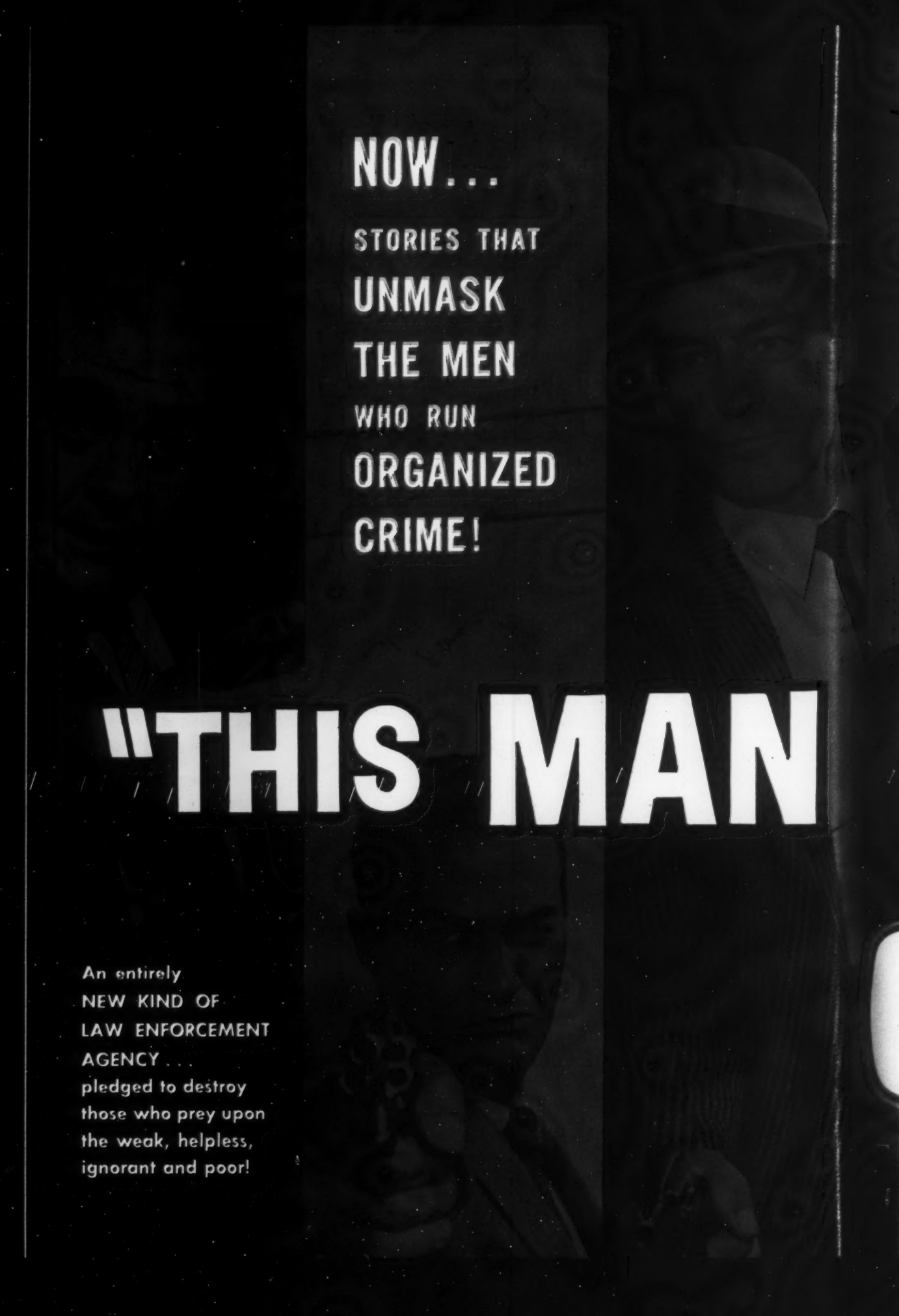
1. Quality Programming
2. Top Facility, 5,000 watts on 570 kc
3. Talent: THE BIG SIX
4. Unsurpassed News Staff
5. Sam the Traffic Man
6. Exciting Sports with Sam Balter
7. Powerful Merchandising Support

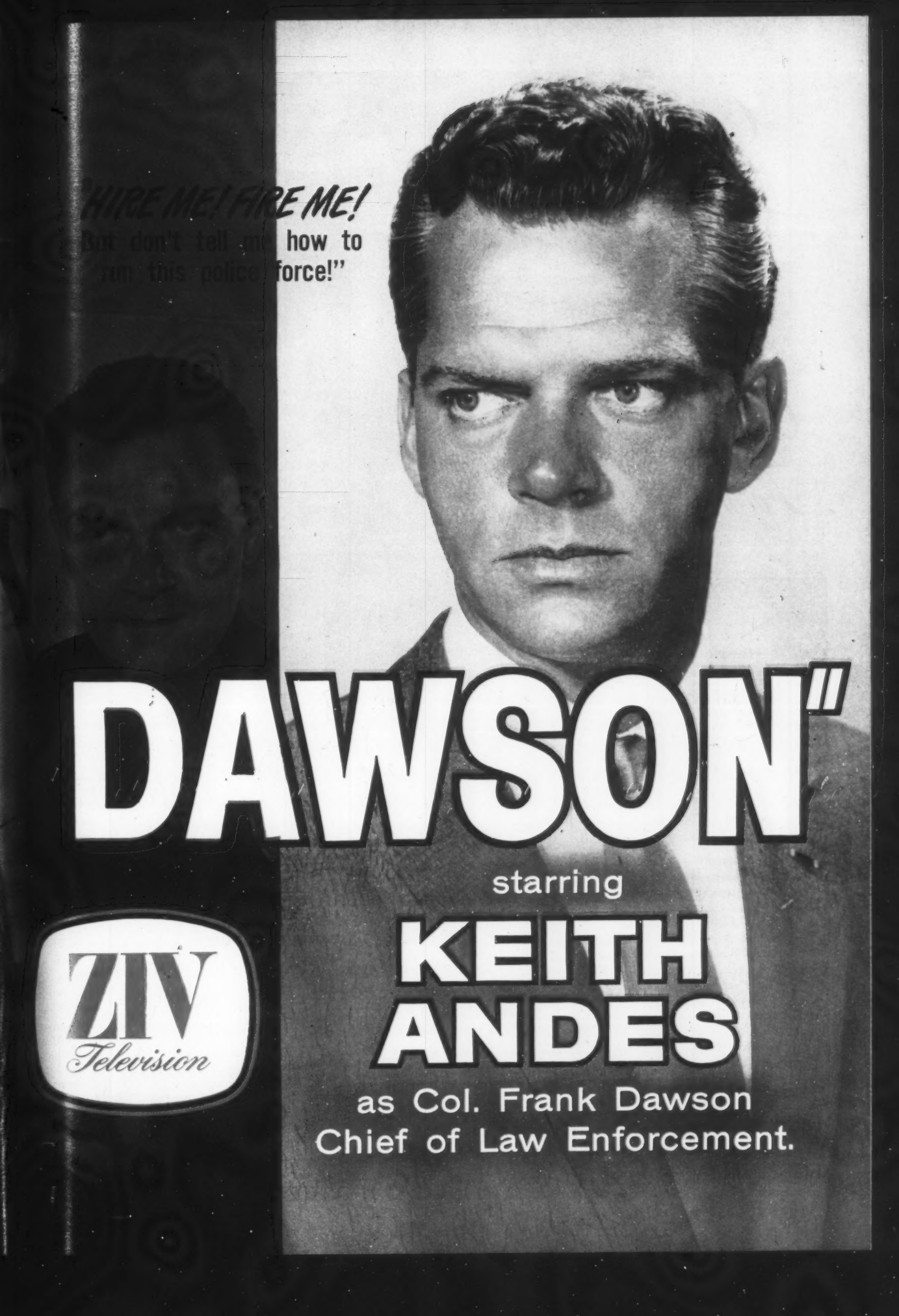
It all adds up to SHOWMANSHIP and SALES RESULTS!

See your East/man for sales in southern California.

robert e. eastman & CO., inc.
national representatives of radio stations

NEW YORK:	CHICAGO:	SAN FRANCISCO:	DALLAS:	ST. LOUIS:	LOS ANGELES:
527 Madison Avenue New York 22, N. Y. PLaza 9-7760	333 N. Michigan Ave. Chicago, Illinois FInancial 6-7640	Russ Bldg. San Francisco, Cal. YUkon 2-9760	211 North Ervay Bldg. Dallas, Texas RIverside 7-2417	Syndicate Trust Bldg. 915 Olive St. St. Louis, Missouri CEntral 1-6055	Taft Building 1680 N. Vine St. Hollywood, Cal. HOllywood 4-7276


NOW...
STORIES THAT
UNMASK
THE MEN
WHO RUN
ORGANIZED
CRIME!
"THIS MAN
An entirely
NEW KIND OF
LAW ENFORCEMENT
AGENCY...
pledged to destroy
those who prey upon
the weak, helpless,
ignorant and poor!


HIRE ME! FIRE ME!
But don't tell me how to
run this police force!"
DAWSON"
starring
KEITH
ANDES
as Col. Frank Dawson
Chief of Law Enforcement.
ZIV
Television

Café Brulot.. old New Orleans Favorite

As served by Foster Dauzat at Arnaud's

Here's how to make it:

Warm brulot bowl or chafing dish thoroughly with hot water; pour out water. Place in bowl ½ lemon peel, ½ orange peel, 2 crumbled cinnamon sticks, 8-10 whole cloves, 2-4 lumps sugar. Add 4 oz. brandy. Dip out spoonful of mixture (including 1 lump sugar); warm spoon with match. Ignite spoon's contents. Lower into bowl; contents will flame. Very slowly add 4 demitasses of strong black coffee. Let contents flame short time; stir to extinguish. Serve.

WWL-TV... new NEW ORLEANS FAVORITE

—41.2% of the audience,
sign-on to sign-off Sunday through Saturday*

—8 of the top 15 programs

—6 of the top 10 syndicated shows

Get the complete story on the fast-changing New Orleans television picture from your Katz representative.

**May, 1959, ARB*

WWL-TV
NEW ORLEANS

MONDAY MEMO

from **MAXWELL ARNOLD JR.,** *vice president and copy director, Guild, Bascom & Bonfigli, San Francisco*

Humor and the square sex

Any advertiser who uses humor as a selling technique ought to question whether the money and the wit are being wasted on his most important customers—the women. A lot of people think women have no sense of humor.

This may not be true of Mae West, Jane Austen, Katherine Mansfield, Dorothy Parker, Jean Kerr, Betty Comden, Dorothy Fields and all, but women in general.

Nor should we be deceived by all the beautiful women who have been won by the wit of ugly men. Nor by the weakness women have for clowns.

After all, it's a solemn picture when you consider that women seem to be the ones mostly taken in by conformity, togetherness and purple shutters. No one protected by a sense of humor could succumb to all that.

So if women are square, there are some very comical (and costly) commercials and ads missing the market. It would mean that Bob and Ray, Stan Freberg and the rest of us humorous fellows are gassing only ourselves.

So Look Who's Square • No; we can convulse the men well enough, and perhaps it's true that men can compile a higher lifetime fielding average on jokes in general, but when it comes to the use of humor in advertising it's the men who are the square sex.

A humorous commercial will bring more hostility, more resentment, more consternation from the average man than the average women. Not over the humor itself, but over the fact that humor is being used in advertising. Men can get very square about this. They think humor isn't businesslike.

Humor in advertising has a different effect on women. They appreciate it. They appreciate the effort. They appreciate the advertiser for doing it. They feel that an advertiser who uses humor respects their intelligence, their awareness, their sensitivity and, most of all, respects the truth that they aren't square.

And the truth is this. Women grasp a lot more than their husbands. They're better informed. They read more, they look and listen more, they *long* for more. They don't scorn the arts. When they don't know much about literature, music, painting, they wish they did and feel they could have if they'd had the chance. Every woman who isn't an artist is a frustrated artist and doesn't mind who knows it, including herself.

Cash Register Rating • Women may not laugh all the way to the store, but they'll appreciate you when they see your product and often they'll buy your product simply because they've fallen for you.

Men are the square sex. But women, in more ways than one, have always been curved.

Unfortunately, no substantiation of my theories can be found in the works of such authorities as Susan B. Anthony and Dolores Haze, nor can we discover the same attitudes on male and female humor in Frazer, Firbank or Kinsey. However, there is much evidence to support the foregoing thesis when we turn to certain strange advertising practices found among various tribes of food, cosmetic and sanitary paper manufacturers.

Maxwell (Bud) Arnold Jr. was born in San Francisco 40 years ago and was graduated from Stanford U. in 1948 with a B.A. degree. Before joining Guild, Bascom & Bonfigli in 1953, he was in advertising-promotion for various hotels for five years. He started at GB&B as a copywriter, later was named copy director and last year was elected vice president and copy director. He served in the U.S. Naval Reserve from 1942-46 as a yeoman first class. He has had short stories published in Harper's Magazine *and the* Literary Journal *and poetry in the* New York Times Sunday Magazine.

If food isn't advertised to women, nothing is. Women buy the food, prepare the food, serve the food and often eat it themselves. They are the brand-conscious ones who react to the advertising when they are in the store—and humor has worked successfully on all kinds of food products. It is no accident that my own agency has long specialized in two fields: food and humor. We have done humorous commercials for Ralston cereals, Skippy Peanut Butter, crackers, cookies, jams & jellies, bacon, ham, sausage, milk, ice cream, and so on.

Kellogg is using humor now, too. Jello has used it successfully. Freberg has shown us all a thing or two with such food products as Butternut Coffee and Contadina Tomato Sauce.

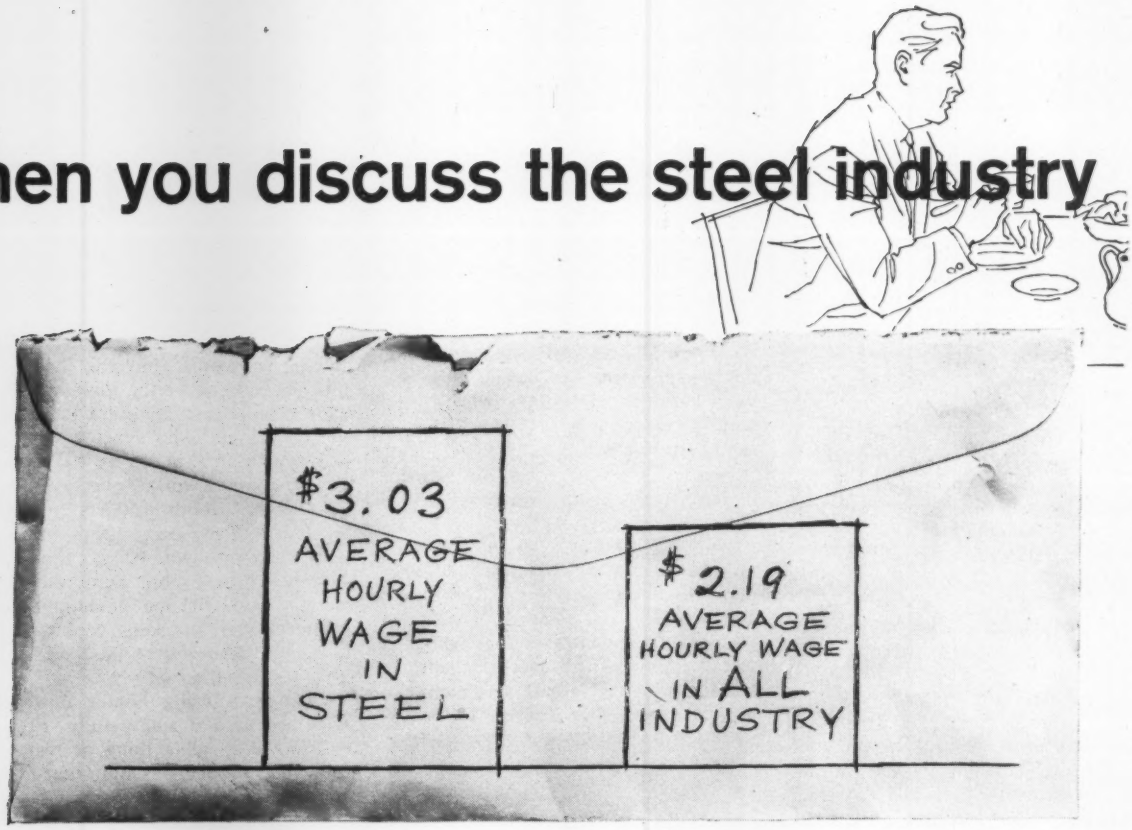
Cosmetic advertising is more devoid of humor than anything else but patent medicines, but there have been outstandingly successful exceptions. Toni did it with the Marx Brothers. And at GB&B, a series of wild and whacky tv commercials for a Max Factor hair spray was shown by outside research to have established a remarkably high record of believability among women. The slogan: "Unless you have two heads, you need only one hair spray." And the name of the lady in the commercials was not Barbara, Helene or Helena. Her name was Medusa and her hair was lovely.

Mathematical Principle • As final proof that women can be even more receptive than men to humorous advertising we can study a lesson in irony. A few years back GB&B pioneered in using humor for a beer account. The commercials done for this beer were probably the funniest ever created by the agency, the purpose being to produce beer belly laughs among the boys. Result: women made the beer such a favorite of their own that motivational research ultimately concluded that the beer had won the dubious distinction of now possessing a feminine image.

Even in geometry, you'll never find a square among curves.

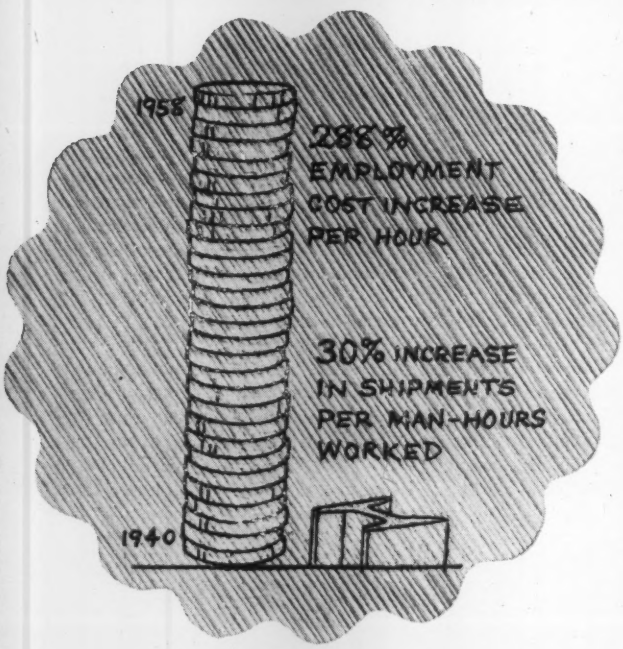
The cash register shows who's hip

When you discuss the steel industry



How well are the steelworkers paid ?

The average hourly wage for the steelworker in January 1959 was $3.03—84¢ higher than the $2.19 average for all manufacturing employees; 68¢ more than the average employee in durable goods industries; and 38¢ more than the autoworker. And these figures do not include the cost of vacations, holidays, pensions, insurance and other benefits which, in the case of the steel industry, amounts to 57¢ an hour—among the highest benefit payments in the country.

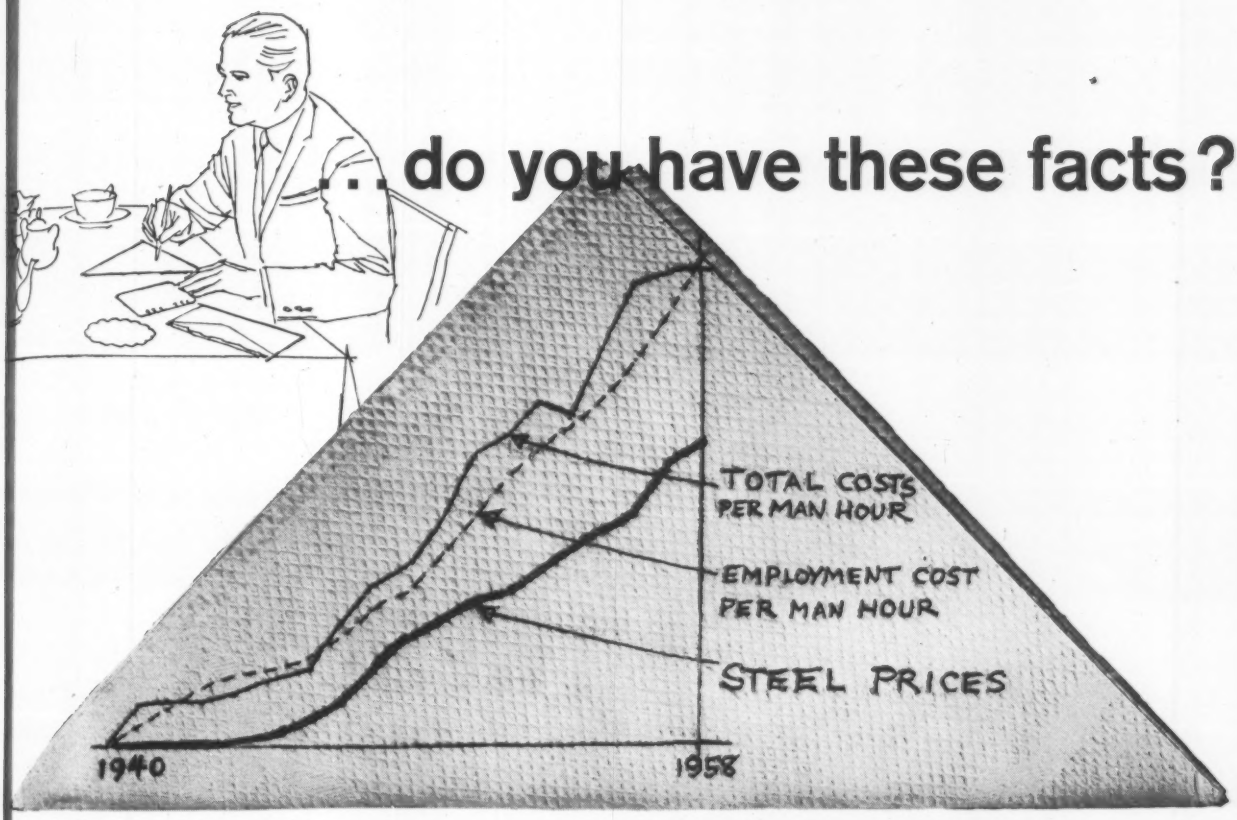


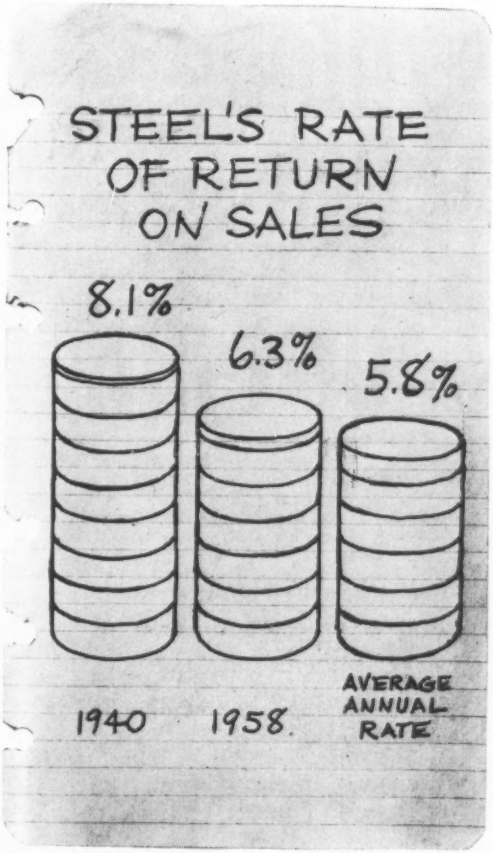
How do steel wage increases compare with increases in shipments per man-hour ?

From 1940 to 1958, steel companies' hourly wage and other employment costs increased 288% which has been nearly ten times the 30% increase in shipments per man-hour.

Source for all figures: American Iron and Steel Institute

. . . do you have these facts?





Are steel prices high ?

Since 1940, the price of finished steel mill products has risen at an average of about 5¾% a year but the total cost per man-hour and employment costs per man-hour have risen more—about 7½% a year. In spite of this, steel is one of our lowest priced materials. Carbon and alloy steels sell at an average of about 8¢ a pound.

Are steel profits too big ?

In 1940, the steel industry earned 8.1¢ per dollar of sales and in only one year since—1950—has this rate been equaled. In 1958, the rate was 6.3%. The average of 1940 through 1958 has been 5.8%. While the steel profit rate has diminished, employment costs per hour have climbed rapidly—a 288% increase since 1940. Increases in steel prices between 1940 and 1958 were required to pay for higher wages, taxes, material and other costs, and did not increase the rate of profit.

United States Steel

USS

TRADEMARK

Hannibal made things happen in the Alps . . . and

WPEN RADIO MAKES THINGS HAPPEN IN PHILADELPHIA

WPEN News was awarded citations by the Associated Press Broadcasters' Association for "outstanding work in the fields of editorial-commentary, freedom of information, and outstanding news reporting." More evidence that in News . . . and in Sales . . . WPEN Makes Things Happen In Philadelphia.

WPEN

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New York, Chicago, Los Angeles, San Francisco, Boston, Detroit.

OPEN MIKE

Impact impressive

EDITOR:

. . . I have received mail from all over the country, from people I haven't seen or heard from in many, many years as a result of the "Respects" article (page 101, June 29). The coverage of BROADCASTING is both large and diverse if my little mail survey can be any judge of the matter.

John A. Schneider
General Manager
WCAU-TV Philadelphia

Tv service to St. Louis

EDITOR:

We were appalled at your omission of KPLR-TV in the summary of media activities during the recent newspaper strike in St. Louis. (page 72, June 29).

Throughout the strike, KPLR-TV offered the *only* fulltime television news service to the St. Louis area. The station programmed a full schedule of news, weather, sports and special interest features denied St. Louisans by the strike at 15 minute intervals throughout the day—supplemented by syndicated and feature film programs. Such regular features as an *Entertainment Guide, Society Page, Sports Page, Names in the News,* and others were offered on a strip program basis each day. Our facilities were offered to and used by practically every public service organization with charitable activities scheduled during the strike period.

We must also point out that previous to the strike KPLR-TV started the telecast day at 4 p.m. When the strike was announced at midnight on June 9 program plans were immediately put into effect and the station was on-the-air at 7:30 a.m. the next morning—8½ hours before its normal sign-on time with just 7½ hours advance notice . . .

The public acceptance, by the way, of this special programming has led to a decision by station management to continue regular operations from 12 noon daily—almost four months in advance of the previous target date . . .

James M. Henneberry
Director of Promotion and Public Relations
KPLR-TV St. Louis

What's in a name?

EDITOR:

All of us here at David Jaret Corp. appreciate the "Changing Hands" article in the July 13 issue regarding the sale of WKNB New Britain, Conn.—all except changing our 36-year-old brokerage firm's name from David Jaret to Daniel Jaret. However, for a quarter of a million dollar sale on WKNB, Daniel is as good as David.

David Jaret
David Jaret Corp.
Brooklyn, N.Y.

Agency's No. 1 choice

EDITOR:

Of all the journals we read, BROADCASTING is No. 1 in our book . . .

David L. Carlson
J. M. Camp & Co.
New York

New England story

EDITOR:

. . . I want to congratulate you on the fine article regarding New England (June 22 issue) . . . Your itinerary shows you have thoroughly covered the field.

Eugene R. Bertermann
Executive Director
Lutheran Church—Missouri Synod Foundation
St. Louis

EDITOR:

. . . Realizing, as the article indicates, the New England states, particularly New Hampshire, are not doing an adequate selling job of their recreational and industrial potential, I have recommended a reorganization plan to the New Hampshire legislature establishing a Department of Commerce. This bill merges the Planning and Development Commission and the Forestry and Recreation Dept.

Through savings achieved in this reorganization, an additional $220,000 will be made available to better promote the recreational and industrial advantages of the State of New Hampshire.

Wesley Powell
Governor, State of New Hampshire

EDITOR:

. . . I've never come across a better roundup of a complex area than that which you have turned out in a minimum of time.

Nathaniel H. Sperber
Raytheon Co.
Waltham 54, Mass.

EDITOR:

. . . brilliantly done . . . shows a tremendous facility for absorbing a great mass of involved information, organizing it and explaining it in clear language with discerning emphasis on

JAIL BREAK!

Not a shot was fired as three men stage a fantastic escape from a maximum security prison! — The Houston Press

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Watching habit in Fresno (California)

KMJ-TV

first station in Fresno

KMJ-TV
Fresno, California

The Katz Agency
National Representative

the most significant aspects.

Prof. Kenneth J. Barnard
English Dept.
U. of Rhode Island
Kingston, R. I.

EDITOR:

Your special report . . . was excellent. May I have permission to take quotations from this report for sales pitches and promotion letters?

William F. Malo Jr.
WFEA Manchester, N.H.

[EDITOR'S NOTE: We are glad to grant permission to quote from our New England story, providing, of course, full credit is given and the material is not quoted out of context.]

EDITOR:

Please forward 50 copies . . .

Peggy Stone
Radio-Tv Representatives Inc.
New York

EDITOR:

. . . Please send another 50 copies air express collect.

John Cullinane
WEEI Boston

EDITOR:

. . . 100 reprints . . .

Marion D. Whooley
State of Maine, Dept. of Economic Development, Library
Augusta, Me.

[EDITOR'S NOTE: Reprints of "What's Really Happening in New England" are available at 20¢ each.]

Going on your own

EDITOR:

Am just completing final research for project which is centered on radio station management and programming. If at all possible, I would like to have a copy of the article, "Madison Ave. to Main St." which appeared in BROADCASTING on May 14, 1956.

James E. Hankins
Southern Illinois U.
Carbondale, Ill.

[EDITOR'S NOTE: Article describes experiences of a former Madison Ave. executive who acquired his own local radio stations and includes income and expense breakdowns. Reprints still available, 5¢ each.]

BROADCASTING

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It's an enthusiasm that keeps listeners' ears keenly tuned to the times . . . for first in news . . . finest in music.

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For remarkable facts about the "jump-ahead" KONO . . . see your

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KONO Radio
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SAN ANTONIO, TEXAS

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Cincinnati
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. . . and many more!

Inquire about availabilities in your market!

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WHY TELEVISION TAPE ENGINEERS AND PRODUCTION MEN CHOOSE THE AMPEX CONSOLE

7 WAYS BETTER...

Console design is the hottest talking point among the men who do the actual day-to-day production work on TV tape. Seven hands are better than two, and they know it. And they know that Ampex console design gives them those extra hands with a speed and efficiency in production unmatched by rack or any other design . . .

- *One operator has complete control over all recording and playback functions while standing in one position.*
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- *Splicing is a 30 second operation, right on the recorder.*
- *Desk-top convenience provides space for cue sheets and extra reels—no extra table required.*
- *And it's safe—you can't bump into turning reels.*

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Write, wire or phone today for an Ampex representative—or ask for the new, fully illustrated brochure describing the new Ampex VR-1000B. Whatever you want to know about the advantages and profits in TV tape, get the facts from Ampex.

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"Sunny" knows WSUN delivers more radio homes, at the lowest cost per home of any station in the heart of Florida.*

WSUN is programmed for service . . . and for sales, and has been making friends in Florida for 31 years.

24-hour service to the Suncoast

WSUN 620 KC

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BROADCASTING*

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A HAZARD THAT NEVER SLEEPS—
the accusation of

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INVASION OF PRIVACY
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You can't recapture the **WORDS** but you **CAN INSURE** and hold possible Dollar Loss within non-embarrassing limits.

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EAST SIDE WEST SIDE ALL AROUND THE BAY

The Big Bay audience is swinging to "Big Bay Radio"! Right from the downbeat... listeners on all sides of the Golden Gate are in tempo with KEWB — Channel 91 — "BIG BAY RADIO."

Contemporary, concise, exciting "Big Bay Radio" harmonizes with Bay Area living... paced by an up-beat staff inspired by America's most notable independent: "kissin' cousin" KFWB in Los Angeles.

Letters and telegrams set the theme: six thousand responses in the first week of broadcast... joining the chorus affirming that KEWB — Channel 91 — hits them where they live in the six-county Big Bay Area.

The Big Bay audience likes "BIG BAY RADIO"... but mail response is only part of the story. Local clients and national clients (such as Ford Motor Co., Union Oil, Hamm's, Kinney Shoes, Stokely-Van Camp) sing the praises of Channel 91... report the happy music of cash changing hands at the retail counter.

Why sit there waiting for "rating books"? Get on the horn now for full details on avails direct from KEWB or your nearest Katz office.

BIG BAY RADIO CHANNEL 91

BUILD BIG SALES
BUY BIG BAY RADIO

KEWB

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THE KATZ AGENCY, INC.
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A Service of Crowell-Collier

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Channel 91
San Francisco
Oakland

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General Manager

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TELEVISION'S

FAVORITE MYSTERY

AND MIRTH TRIO

IN

THE THIN MAN

AVAILABLE TO REGIONAL AND LOCAL ADVERTISERS

DIRECT FROM TWO YEARS OF TOP RATINGS ON NBC-TV

BIG STARS... *not just one, but two top stars assure greater audience appeal.*

PROVED RATING WINNER ... *consistently maintained ratings in the twenties.*

REACHES THE RIGHT AUDIENCE... *for most products the best market is in younger homes and larger families... and that's where* **THIN MAN** *scores highest!*

ACT NOW... BEFORE CHOICE MARKETS ARE GONE ...WRITE...WIRE...PHONE

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news... with interest

"For over a decade we have sponsored the World News Roundup on WRC Radio. The results have been most gratifying and are convincing evidence that 'The Sound of Quality' on WRC creates the believability and prestige which is so important in selling our savings and loan services to prospective customers."
(signed) Edward Baltz, President, Perpetual Building Association, Washington, D.C.

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WRC *NBC Owned*
980 in Washington, D.C. Sold by NBC Spot Sales

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

July 20, 1959
Vol. 57 No. 3

TV'S PR PROJECT OFF THE GROUND

With networks committed, next step is to find a hot director

The go-ahead for television's massive industry-wide public relations project was given officially last week, supported by initial commitments totaling $270,000 toward a target of $600,000 to $700,000 a year.

Clair R. McCollough of the Steinman Stations, chairman of the committee assigned to make final plans, and other committee members voiced the expectation that the industry-wide program, directed by Television Information Office in New York, would be in operation by mid-September, or by Oct. 1 at the latest. It is seen as a continuing project, to operate indefinitely.

The search for a director of TIO already is on. Mr. McCollough, named chairman of the subcommittee on personnel, said some 25 names already had been suggested and that he hoped to have a meeting in a week or 10 days to begin the screening process. At least one other subcommittee meeting may then be necessary before a recommendation is ready for submission to the full committee and then to the NAB Television Board for formal approval.

Two other subcommittees also were set up—a structural subcommittee to deal with budget, solicitation of funds and similar business matters, and a program subcommittee. They are headed, respectively, by Roger W. Clipp of the Triangle Stations and C. Wrede Petersmeyer of the Corinthian group, who headed the special committee which developed original plans under a mandate issued at last spring's NAB convention. These subcommittees also are slated to meet in a week or 10 days (for members see box below).

There was a time during last week's meeting of the McCollough commit-

TV'S IMAGE COMMITTEE

CLAIR MCCOLLOUGH
Steinman Stations

ROGER W. CLIPP
Triangle Stations

C. WREDE PETERSMEYER
Corinthian Stations

JOHN S. HAYES
Wash. Post Stations

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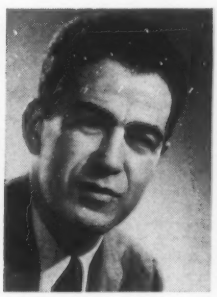


MICHAEL FOSTER
ABC-TV

CHARLES STEINBERG
CBS-TV

KENNETH BILBY
NBC-TV

It's considered a sure bet that the temporary committee appointed to get television's public relations program off the ground will become the permanent board to govern policy of the Television Information Office. The nine members are shown above.

Mr. McCollough is chairman and is expected to keep that job. Three subcommittees were appointed last week. They and their members are: personnel—Messrs. McCollough (chairman), Walbridge, Rogers, Petersmeyer, Foster, Steinberg and Bilby; program—Messrs. Petersmeyer (chairman), Hayes, Walbridge, Clipp, Foster, Steinberg and Bilby; structural—Messrs. Clipp (chairman), Rogers, Hayes, McCollough, Foster, Steinberg and Bilby. Network members are on all subcommittees.

tee, held Wednesday in New York, when some authorities expressed concern for the future of the information program. The principal snag, according to participants, was the formula for raising the $195,000 goal set for contribution by the three tv networks.

The original proposal was to divide this approximately equally among the three, but ABC held out for allocations based more nearly on billings. After an early-afternoon conference between committeemen and top ABC-TV authorities, and with approval by CBS and NBC, it was agreed that ABC should contribute $45,000 while NBC and CBS contribute $75,000 each, bringing the network contributions to the same total set originally. NAB also is committed to put up $75,000.

In addition to these firm commitments, members of the committee and other NAB board members had indicated support which would swell the total to an estimated $400,000, and industry-wide solicitation is slated to start soon. Two types of participation have been set up: (1) sponsors, consisting of stations and national networks, and (2) associate sponsors, meaning other television interests—station reps, for example—which would like to contribute.

The rate for station sponsors, including network o&o's, has been set at the highest quarter-hour rate, four times a year. Rates for associate sponsors remain to be worked out.

Mr. McCollough and other committeemen said they were proceeding in general along the lines laid out in the report by the original Petersmeyer committee (BROADCASTING, May 4) and that TIO's program would be a positive one, "not negative in any way," not competitive against rival media and not a "whitewash" of television but designed rather to show a true picture of the medium and accomplishments.

Participants said the nine-man committee was unanimous in its Wednesday actions.

They declined to disclose any names up for consideration for the post of TIO director. Some of the names had been received in applications, others were suggested by or to committee members as possibilities to be considered. It was indicated that the salary would depend on the man finally chosen and on his background, with a possibility that it might run as high as $40,000 or more for a man with "exceptional" qualifications. Whether it would be a contract job apparently has not been decided, but the assumption was that this would depend to a great extent on who does the job.

Other major items in the budget, aside from rent and normal overhead, would include research, library, special projects, etc.

BROADCAST ADVERTISING

CHEVROLET PULLS OUT IN FRONT

Leads tv network brands in May; 3-network gross: $52 million

Gross time billings on the three tv networks rose in May to $52,085,557 from $47,918,145 for May 1958, with January-May billings jumping to $260,-761,205 from $239,302,344 in the comparable period of 1958, the Television Bureau of Advertising reported last week.

Daytime gross billings in May increased by 18.6% over May 1958 to $16,626,099 and the January-May daytime charges rose 24.3% over the corresponding period last year to $87,293,-261. Gross time charges are provided to TvB by Leading National Advertisers-Broadcast Advertisers Reports.

The TvB report shows that Chevrolet passenger cars were the leading brand advertised on network television during May with gross time billing of $796,-534, followed by Kent cigarettes, $762,687; Anacin tablets, $752,526; Colgate regular and aerosol dental creams, $681,848, and Tide, $625,530.

May 1959
Top 15 network brands

1.	Chevrolet cars (General Motors)	$796,534
2.	Kents (P. Lorillard)	762,687
3.	Anacin tablets (Whitehall)	752,526
4.	Colgate reg., aerosol dent. cr. (C-P)	681,848
5.	Tide (Procter & Gamble)	625,530
6.	Camels (R.J. Reynolds)	581,432
7.	Gleem reg., aerosol toothp. (P&G)	562,820
8.	Ford cars (Ford Motor)	546,164
9.	Bulova watches (Bulova Watch Co.)	532,489
10.	Phillies (Bayuk Cigars)	523,894
11.	L&Ms (Liggett & Myers)	448,809
12.	Dodge cars (Chrysler Corp.)	442,608
13.	Dristan (American Home Products)	440,608
14.	Winstons (R.J. Reynolds)	434,895
15.	Handy Andy (Lever)	429,290

Top 15 network companies

1.	Procter & Gamble	$4,561,339
2.	Lever Bros.	2,687,803
3.	Colgate-Palmolive	2,073,064
4.	American Home Products	2,053,041
5.	General Motors	1,795,471
6.	General Foods	1,550,306
7.	R.J. Reynolds Tobacco	1,345,421
8.	P. Lorillard	1,166,647
9.	General Mills	1,159,254
10.	Gillette	1,089,766
11.	Sterling Drug	1,081,615
12.	Liggett & Myers Tobacco	1,043,190
13.	Chrysler	911,640
14.	Bristol Myers	906,453
15.	American Tobacco	885,243

Estimated expenditures by product classification

	May 1959	Jan.-May 1959	Jan.-May 1958
Agriculture & Farming	$ 209,790	$ 879,970	$ 51,347
Apparel, Footwear & Accessories	629,084	2,273,084	1,883,021
Automotive, Automotive Accessories & Equipment	3,987,353	19,666,652	25,628,343
Beer, Wine & Liquor	670,455	2,179,525	2,686,020
Building Materials, Equipment & Fixtures	296,794	1,366,803	783,778
Confectionery & Soft Drinks	1,062,410	5,443,755	3,907,295
Consumer Services	148,466	1,516,475	1,574,829
Drugs & Remedies	5,322,416	30,065,187	23,948,631
Entertainment & Amusement	—	226,920	212,616
Food & Food Products	9,101,191	49,289,666	44,780,373
Freight, Industrial & Agricultural Development	80,484	235,587	—
Gasoline, Lubricants & Other Fuels	347,679	1,635,889	1,191,304
Horticulture	96,173	240,016	594,156
Household Equipment & Supplies	2,768,360	12,028,875	9,531,985
Household Furnishings	359,576	1,663,040	1,339,007
Industrial Materials	1,678,103	8,959,917	8,386,390
Insurance	819,731	4,508,297	3,052,084
Jewelry, Optical Goods & Cameras	2,144,163	5,670,777	4,631,025
Office Equipment, Stationery & Writing Supplies	217,620	1,756,890	2,896,820
Political	—	—	66,174
Publishing & Media	—	—	660,940
Radios, Television Sets, Phonographs, Musical Instruments & Accessories	561,459	2,727,521	3,311,232
Smoking Materials	6,138,492	32,098,488	24,332,266
Soaps, Cleansers & Polishes	5,458,557	28,474,727	27,546,680
Sporting Goods & Toys	209,876	1,042,187	715,049
Toiletries & Toilet Goods	9,002,637	42,848,214	41,140,653
Travel, Hotels & Resorts	149,782	699,092	1,090,031
Miscellaneous	624,906	3,263,651	3,359,295
Total	$52,085,557	$260,761,205	$239,302,344

LNA-BAR: Gross time costs only

Always First in Memphis by All Surveys

Here are the latest Memphis Surveys, showing leads in competitively-rated quarter hours, sign-on to sign-off, Sunday thru Saturday:

	A.R.B. Apr. 17-May 14, '59 (Metro Area)	Pulse Feb. '59 (Metro Area)	Nielsen Mar.-Apr. 1959 (Station Area)
WREC-TV	**250**	**251**	**263**
Sta. B	80	109	72
Sta. C	68	19	53

WREC-TV's fine local programming combines with a basic CBS Television affiliation to assure that, in Memphis: "There's more to see on Channel 3." For your share of the Mid-South's greatest TV audience, see your Katz man.

WREC-TV

Channel 3 Memphis

CBS TELEVISION

Represented Nationally by the Katz Agency

COUNT DOWN! and GO...

SPRINGFIELD MASSACHUSETTS

3rd largest metropolitan market in New England (SRDS)

2nd largest metropolitan market in Massachusetts (SRDS)

WSPR

#1 radio station with studios in metropolitan Springfield area according to both latest Pulse and Hooper

GET ALL THE FACTS
Call Hollingbery or Ketell-Carter for rates and availabilities

WSpR
1000 Watts 1270 KC
Springfield, Massachusetts

RETAIL TV TEST
Fort Wayne store is TvB test tube

Patterson Fletcher, a specialty store in Fort Wayne, Ind., is embarking on a year-long project, highlighted by a tv campaign, to focus the attention of the retail field on tv. The project is being undertaken with the cooperation of the Television Bureau of Advertising and WANE-TV Fort Wayne, a Corinthian station.

The undertaking involves four phases: TvB is now studying the store's merchandising records and previous advertising material; the campaign will be planned by TvB and the store's advertising manager, Norman Tatam; the tv effort begins in the fall, and within a year, an evaluation and report will be announced.

Patterson Fletcher will open its books for the project, making test results available for the benefit of other retailers. WANE-TV will produce the commercials and cooperate with the store on the most appropriate scheduling.

The store's advertising campaign will last a year and seasonal data will be tabulated and analyzed. The project had its genesis in a pre-Christmas advertising effort that TvB suggested last year. The store was pleased with the results, and Patterson Fletcher and WANE-TV approached TvB with the plan for a year-long project.

TvB has made numerous recommendations to department stores and various types of specialty stores, but this project marks the first time TvB will be cooperating with a retail establishment on a year-long effort.

Lestoil lets tv force distribution

Grocery stores in new markets entered by Lestoil liquid detergent usually go from "two to three months after the tv advertising campaign starts without a bottle of the product on their shelves," said I.L. (Ike) Eskenasy, executive vice president of Lestoil Inc., in an address Thursday (July 16) before the Merchandising Executives Club of New York. This marketing-in-reverse strategy was explained by Mr. Eskenasy in a summary of Lestoil's sales success through tv advertising.

Rather than make the effort to try to convince distributors and retailers in a new market that this is the product customers have been waiting for, Mr. Eskenasy stated, Lestoil's salesmen simply tell them about the coming advertising campaign, and then leave their cards. This strategy allows time for consumer demands on the retailers who meanwhile have not had to wonder if the product would move off their shelves. After two months they are ready to order Lestoil regularly, Mr. Eskenasy remarked. No giveaways, coupon plans or price-cutting have been used, he said, since Lestoil entered television in its home city, Holyoke, Mass., in 1954. Whenever the number of tv spots has been doubled in a market, he said, sales have also.

Foods lead radio spot

A report by the Radio Advertising Bureau names food companies as the leading users of spot radio during the first quarter of 1959, with the Campbell Soup Co. in first place.

A total of 238 food companies invested in spot radio during the first 90 days of 1959, according to RAB, and they advertised more than 325 brands. These advertisers accounted for approximately 20% of all spot radio time bought in the period, the bureau reported.

The top 20 food advertisers in spot radio for the first quarter of 1959 (in order of their billing) were listed by RAB as follows: Campbell Soup, the Borden Co., Tetley Tea Co., Standard Brands, W.F. McLaughlin & Co., General Foods, Ralston-Purina, Ward Baking Co., V. LaRosa & Sons, Best Foods, Continental Baking Co., Quaker Oats, General Mills, United Biscuit Co., C.F. Mueller Co., American Home Foods, John H. Dulany & Son, John A. Folger & Co., National Dairy Product Corp., and Stokely-Van Camp.

Pond's, M-E split

Chesebrough-Pond's Inc., New York, is ending its 47-year relationship with McCann-Erickson, New York, on Oct. 15. Products handled by the agency are Vaseline hair tonic, cream hair tonic, Lip-Ice pomade and the Pertussin products. The billing is reported to be about $3 million.

A spokesman for the advertiser said these products would be assigned within the next few weeks to an agency or agencies now handling other C-P products. No other agencies will be considered, he added.

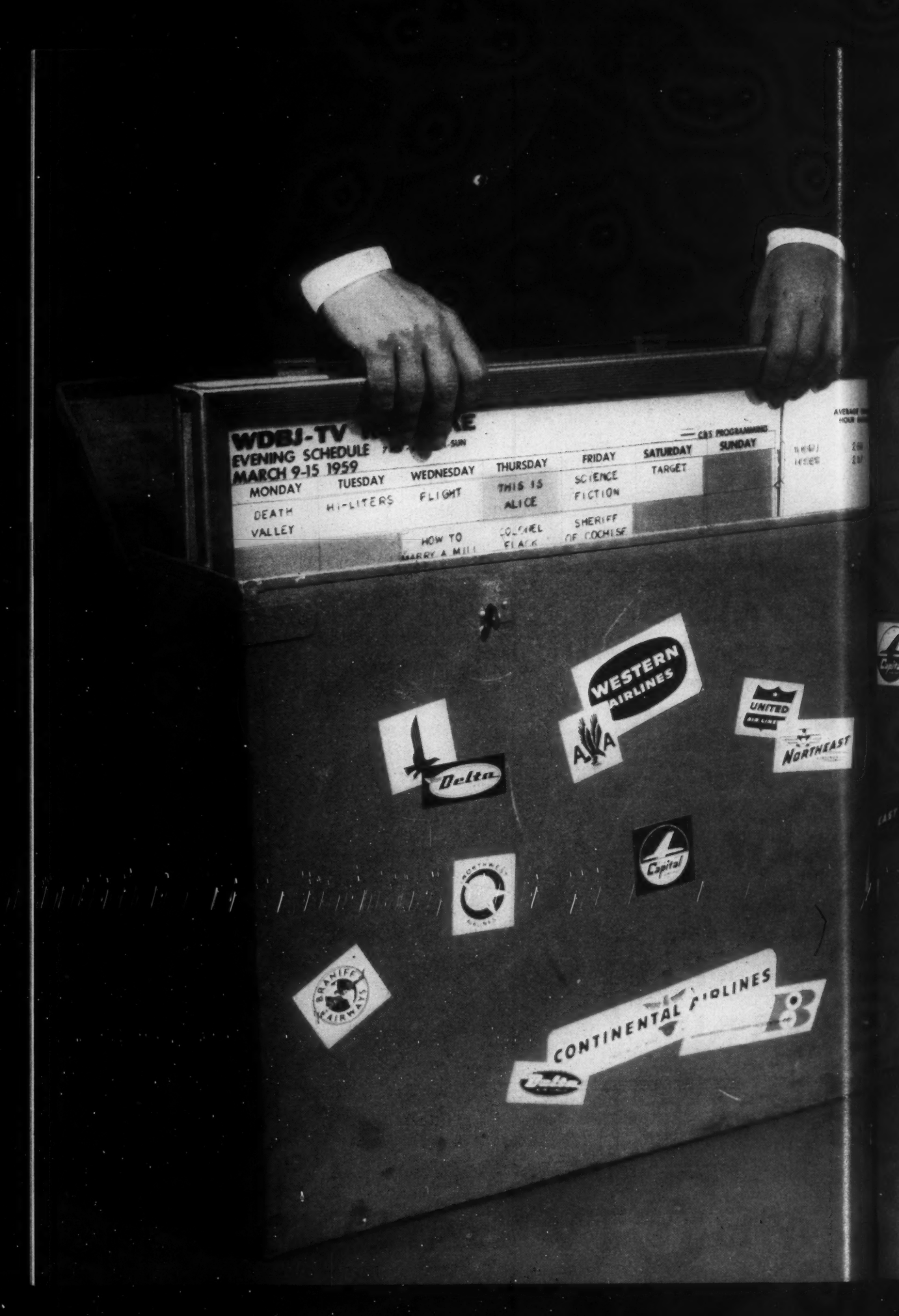
The company's other agencies and products assigned to them are: J. Walter Thompson Co., Pond's creams and Angel Face powders and Prince Matchabelli perfumes and fragrances; Compton Adv., Pond's Angel Skin, Seaforth men's toiletries and Valcream; William Esty Co., Vaseline petroleum jelly, and Norman, Craig & Kummel, Pond's lipstick and Angel Touch.

KSMPAFTTA K

KFMB-TV SENDS MORE PEOPLE AWAY FROM HOME TO BUY) THAN ANYTHING!

KFMB TV SAN DIEGO

REPRESENTED BY EDWARD PETRY & CO., INC.


WDBJ-TV
EVENING SCHEDULE
MARCH 9-15 1959
CBS PROGRAMMING
MONDAY
TUESDAY
WEDNESDAY
THURSDAY
FRIDAY
SATURDAY
SUNDAY
DEATH VALLEY
HI-LITERS
FLIGHT
THIS IS ALICE
SCIENCE FICTION
TARGET
HOW TO MARRY A MILL
COLONEL FLACK
SHERIFF OF COCHISE
WESTERN AIRLINES
UNITED AIR LINES
NORTHEAST
Delta
Capital
BRANIFF AIRWAYS
CONTINENTAL AIRLINES

THE PGW COLONEL SAYS:

"Some of our most profitable presentations are made to the stations we represent."

We chart the progress of the stations we work for . . . their sales potential and sales, their audience, their CPM and their competition . . . because we want to know how we are doing, and how we can do better.

They welcome this information and often ask for our counsel on their product, their prices and their promotion.

Is this **PGW** service profitable? We think that these stations are in the best position to tell you of our work in that area. Don't you?

PETERS, GRIFFIN, WOODWARD, INC.

Pioneer Station Representatives Since 1932

NEW YORK CHICAGO DETROIT HOLLYWOOD
ATLANTA DALLAS FT. WORTH SAN FRANCISCO

TELEVISION MOVES AUTOMOBILES

Tv's influence shown in NBC survey of customers, dealers

For the fourth straight year, showroom shoppers and automobile dealers chose television as the dominant national advertising medium for stimulating new car sales.

This conclusion highlighted "Auto Motives," NBC's fourth annual study of automobile buyers, shoppers and dealers, which was released last week by Hugh M. Beville Jr., vice president, NBC planning and research. He noted these other key findings:

• Almost three out of four dealers select tv as the principal advertising medium for America's forthcoming compact cars.

• More automobile shoppers report that tv advertising stands out strongly in their minds than name newspaper or magazine advertising combined. Tv leads newspapers by 2½ to 1 and magazines by nearly 4 to 1 in drawing people to look at a certain make.

• 67% of the dealers believe tv is the most effective medium for attracting customers to showrooms and 64% say tv pre-sells the product best.

• The preference for tv over other media far exceeds the actual proportion of major media expenditures allocated to tv. While tv's share of media preference mentions is 60%, only 35% of the advertising dollar spent by the automotive industry in the three major media—tv, newspapers and magazines—is allocated to tv.

• Auto advertisers learned that shopping-by-make was 28% higher among viewers than non-viewers of the average NBC automobile-sponsored show and share of sales was 35% higher in the former group.

The survey was conducted for NBC by R. H. Bruskin Assoc., New Brunswick, N.J., during February and March 1959. It is based on a total of 11,170 interviews—1,235 with automobile dealers, 4,361 with shoppers in these dealers' showrooms, 2,525 in-home interviews with the general public and 3,058 re-interviews of the original shoppers conducted in April. Interviews were conducted throughout 159 counties in 41 states, in large and small cities, rural and urban communities. It covered 16 domestic automotive makes as well as imports. Detailed findings on individual makes are now being presented by NBC to automotive companies and their advertising agencies. The entire survey was under the supervision of Dr. Thomas E. Coffin, NBC director of research.

Dr. Coffin said the study was restricted to tv, newspapers and magazines, explaining that about 80% of national automotive advertising is allocated to these three media. The study concerned itself with national advertising only, not with advertising placed on a local level.

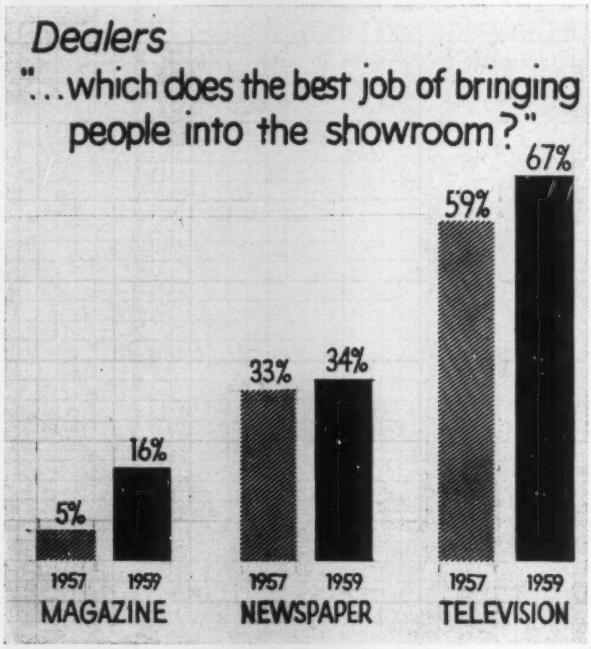
As examples of tv's pre-eminence among shoppers and dealers, the survey offered the following results:

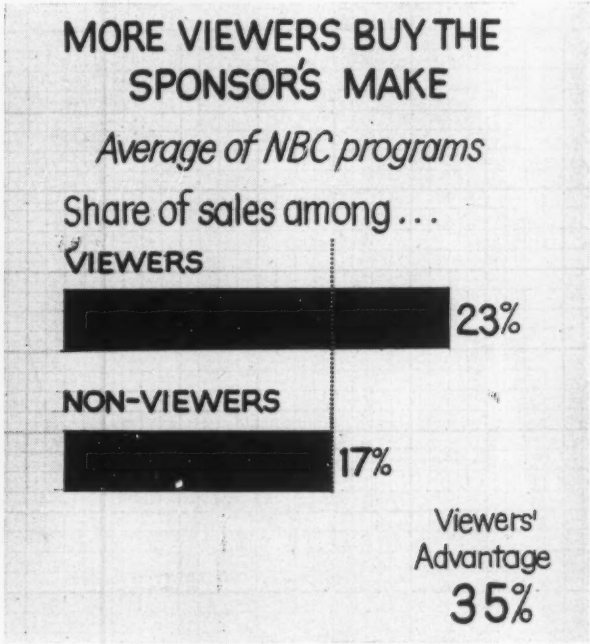
Asked what kind of (name of make sold) advertising stands out most strongly in their minds, 60% of the shoppers interviewed named tv; 21%, magazines, 13%, newspapers. As to the kind of advertising that did the most to interest shoppers in looking at a particular make, 46% chose tv; 17% magazines and 12% newspapers.

Dealers, asked what kind of national advertising seems to do the best job of pre-selling the prospect, replied 64%, tv; 27%, newspapers, and 17%, magazines. On selling the idea of the new small car, 71% of the dealers chose tv; 45%, newspapers and 25%, magazines.

In comparing media effectiveness with automotive expenditures in national media, the study shows that in 1959, tv had a 60% share of media preference and only 35% of the expenditures; magazines had an 18% share of media preference and 25% of the expenditures and newspapers had a 22% share of media preference and 40% of the expenditures.

Dealers think tv drew buyers . . . Facts prove they're right





Figures do not total 100% because of multiple answers

"Things are *really* 'looking up' in WDAY-TV-land! First, our new 1206′ tower—combined with our new 100,000-watt transmitter—has met and exceeded our expectations—*has expanded our area coverage 96% . . . increased our audience 60% . . . and swelled our retail sales volume 100%!*

"Second, every edition of SRDS points out that the Fargo Area is the Number 1 Retail-Sales-per-Household Area in the entire USA. *The national average is $3,944 . . . as compared to Fargo's whopping $5,970!*

"Third, our second-to-none Promotion Department has proved, *again*, that it still has the touch . . . winning two of the top awards in the Lone Ranger 25th Anniversary Contest and the NBC Daytime Contest last year. Our Promotion Manager Roy C. Pedersen keeps up-to-date in the promotion field by being on the Broadcasters' Promotion Association's Board of Directors. And that's the good word up to this moment!"

Yours,

Tom Barnes

Tom Barnes

WDAY-TV

FARGO, N. D. • CHANNEL 6

Affiliated with NBC • ABC

PETERS, GRIFFIN, WOODWARD, Inc.
Exclusive National Representatives

For the Picture of Pictures . . .
TAPE IT RCA!

GIVE YOUR TAPES

A TOUCH OF

RCA GENIUS!

The same genius and craftsmanship that pioneered in the development of television . . . from cameras to transmitters . . . has now conceived an advanced TV Tape Recorder. This is equipment that's compatible in every respect—you would hardly expect anything less from the leader in television. With the most precise adjustments possible on any tape recorder, recording and playback of tapes is inherently superior. Even tapes recorded on improperly aligned machines can be "optimized" in a few seconds while the tape is on the air. Newest arrival on the TV Tape scene, the RCA recorder offers many improvements over older designs . . . ingenious features which make it easy to get and keep pictures of superb quality . . . features such as *electronic quadrature adjustment, sync regeneration, four-channel playback equalization, built-in test equipment.* Don't settle for less than the best! See your RCA Representative. Or write to RCA, Dept. TR-3, Building 15-1, Camden, N. J. In Canada: RCA VICTOR Company Limited, Montreal.

ANOTHER WAY RCA SERVES INDUSTRY THROUGH ELECTRONICS

Tmk(s) ®

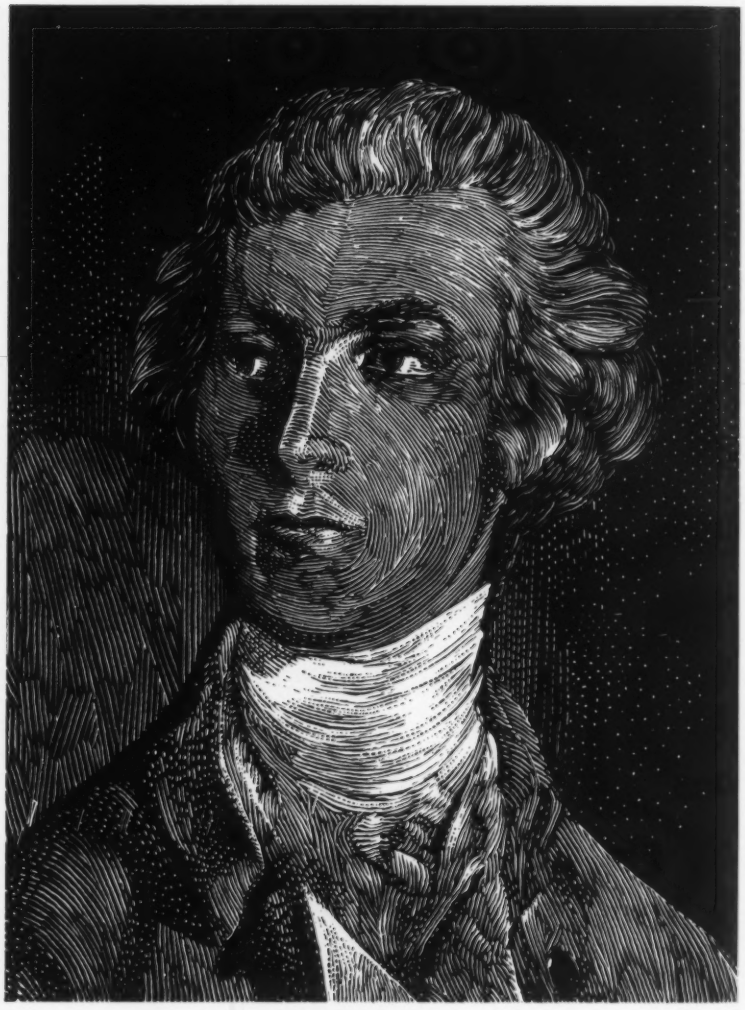
RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT

CAMDEN, N. J.

Lasting Impressions

"What makes the difference between man and man is real performance, and not genius or conception."
Thomas Gainsborough (1727-1788). English painter remembered through the years for his "The Blue Boy."



At WWJ, it's performance that gives lasting value to your radio schedule—performance born of hard work and follow-through from traffic board to transmitter. Ask your PGW Colonel for the complete WWJ performance story: facilities, coverage, merchandising, and personality roster. It makes good listening —and good buying for lasting impressions.

WWJ AM and FM **RADIO**

Detroit's Basic Radio Station

NBC Affiliate

NATIONAL REPRESENTATIVES: PETERS, GRIFFIN, WOODWARD, INC. • OWNED AND OPERATED BY THE DETROIT NEWS

THE COMPETITION

National advertising drops in newspapers

National advertising in daily newspapers declined in 1958 approximately 5.6%, to $719,049,000 from $757,401,000 in 1957, according to estimates released last week by the Bureau of Advertising, American Newspaper Publishers Assn. in its *Expenditures of National Advertisers in Newspapers—1958*. These expenditures do not include production costs.

The bureau points out that despite the drop in national totals last year, 10 of 23 classifications in the report showed gains, with six establishing new highs. These were hotels and resorts, public utilities, radio and tv (broadcasting and receivers), tobacco, transportation and confections.

The three largest auto manufacturers continued to top the leading 100 newspaper advertisers list, but their expenditures were off from 1957. One auto company—American Motors—boosted its investment over 1957 by 53% to $4,295,899.

The ten leading advertisers were: General Motors Corp., $34,606,336, down 34%; Ford Motor Co., $20,000,024, down 36.6%; Chrysler Corp., $16,049,691, down 38.6%; General Foods Corp., $14,193,039, up 79.3%; Distillers Corp.—Seagram's Ltd., $12,099,291, up 2.7%; Lever Bros. Co., $9,220,071, down 35.5%; Schenley Industries Inc., $8,896,019, up 7.2%; American Tobacco Co., $8,757,784, up 66.3%, Colgate-Palmolive Co., $8,276,957, down 4.5% and General Electric Co., $7,004,632, up 3.0%.

Other large gains were recorded by P. Lorillard Co., with $5,924,520, up 40.9%; General Mills Inc., with $5,794,150, up 99.1%; Hunt Foods & Industries Inc., with $5,425,390, up 138.9%; American Home Products Corp., with $4,638,493, up 141.7%; Corn Products Co., with $3,004,049, up 121.7% and Rexall Drug Co., with $2,881,419, up 206.2%.

Estimates are based on actual measurements of daily newspaper linage covering advertising regularly measured by Media Records and linage reports to the bureau by other newspapers in cities and towns of 10,000 population and over.

New one for Schick • Robinson, Jensen, Fenwick & Haynes Inc., Los Angeles advertising agency, has been appointed to introduce a new product by Schick Safety Razor Co. (Div. of Eversharp Inc.), New York. Principals in the product-launching are (l to r): Mel Jacobs and Patrick J. Frawley, Eversharp vice president and president, respectively; Elwood J. Robinson, president, and Edward Ettinger, Eversharp vice president-director. The appointment doesn't affect handling of the Schick Injector account by Compton Adv., New York. Details on the new Schick product have not been disclosed.

RAB on paper strikes

Recent newspaper strikes in San Jose, Calif., Kansas City and St. Louis have inspired Radio Advertising Bureau, New York, to issue to member stations a four-page newsletter titled "Three Strikes on a Newspaper Myth." RAB is answering in its publication what it terms newspapers' claims of "indispensability to advertisers."

RAB's newsletter refers to a recent report in a newspaper trade journal which stated that in San Jose ". . . people were found to be lacking much of their usual information on . . . advertising" as a result of the strike. RAB cites Federal Reserve figures, reports from retailers and preliminary findings in a special study of the strike's effect on business in San Jose. The study, authored by B.J. Scott Norwood, associate professor of business, San Jose State College, reports: "Despite pronounced differences of opinion, many merchants seem to feel they have overrated newspaper advertising in terms of its being a 'life-or-death' economic necessity."

Vodka commercials now on two stations

NAB's dike against hard-liquor advertising on radio-tv sprang another leak last week. But liquor advertising on-the-air is still a mere trickle, as WFGM Fitchburg, Mass., becomes the second station currently broadcasting commercials for Nuyens vodka.

The station has signed a 26-week contract for a five-minute newscast, six nights each week at 11 p.m. Also airing commercials for Nuyens is WBOS Boston.

Lawrence Singal, Nuyens general manager, expressed pleasure at seeing another station "willing to pioneer against the hypocritical NAB Code which bans liquor ads from the air." Mr. Singal added that around 40 stations have either expressed interest in Nuyens' ads or stated they would accept them. He concluded, "Unfortunately, they do not fit our marketing needs."

First station to accept Nuyens' ads was WCRB Boston. Midway in a 26-week contract, the station cancelled the account "out of consideration for NAB views," according to Theodore Jones of WCRB (BROADCASTING, Jan. 12).

Sol Sackel, president of The Sackel Co., Boston, Nuyens' advertising agency, said, "We will continue our campaign to break this unfair 'ban'." He said stations accepting Nuyens business have been given complete control over copy, which he termed "medium-soft sell" and in "excellent taste." Mr. Sackel said the ads are timed to reach an adult audience and "there has been no adverse public reaction whatever."

NAB spokesmen said, "NAB's classic stand on 'hard' liquor advertising will stand." They added there were no changes contemplated in the present codes for both radio and tv which were recently reaffirmed overwhelmingly by the association's directors. They said that neither station carrying Nuyens business is an NAB member.

Insurance men on tv: big network spenders

With Prudential Insurance Co. of America and Mutual of Omaha leading the field, total gross time expenditures by insurance companies on network television programs in the first five months of 1959 amounted to $4,508,297, an increase of 48% over the like period a year ago, according to Television Bureau of Advertising, New York.

Insurance companies are increasing their television budgets at a rate far greater than the average for other classifications, Norman E. Cash, TvB president, said last week. Mr. Cash reported that spot tv gross time expenditures for the first quarter of 1959 were $768,000, an increase of 22% over the amount spent in the January-March period last year.

In network tv Prudential's billings for the first five months this year were $1,607,586. Mutual of Omaha accounted for $1,076,220 of the network billings total. Other companies on the network tv list in 1959 were Equitable Life Insurance Society of the U.S., Lincoln National Life Insurance Co. and Travelers Insurance Cos., all for the first time. TvB said users also include Allstate Insurance Co., James S. Kemper Co., State Farm Mutual and Mutual Benefit Health & Accident Assn.

Leading spot advertisers in 1959, Mr. Cash noted, have been Associated Hospital Service and United Medical Service, National Assn. of Insurance Agents, Equitable Life, Mutual of Omaha, State Farm Mutual Automobile Insurance Co. and National Life & Accident Insurance Co.

Chesley sounds call to fight ad control

A climate of opinion that advertising "represents economic waste" has led to dangerous legislative action to regulate advertising, Harry W. Chesley, president of D'Arcy Advertising Co., St. Louis, told media representatives in that city.

Speaking at one of the agency's series of "Media Days," designed to bring together agency and media personnel, Mr. Chesley said, "It is up to us to make sure [legislators] recognize that advertising—mass selling effect—has a vitally important function; that it is an absolute necessity in a competitive economy like ours. . . ." He urged combatting special taxation and discriminatory postal rates as well as efforts to regulate outdoor, institutional and alcoholic beverage advertising.

Visiting mediamen were treated to panel discussions, demonstrations, brief talks and a closed-circuit telecast.

ARB

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television network shows for each day of the week July 9-15 as rated by the multi-city Arbitron instant ratings of American Research Bureau.

Date	Program and Time	Network	Rating
Thur., July 9	Masquerade Party (10:30 p.m.)	NBC-TV	15.7
Fri., July 10	77 Sunset Strip (9:30 p.m.)	ABC-TV	16.1
Sat., July 11	Gunsmoke (10 p.m.)	CBS-TV	21.8
Sun., July 12	What's My Line (10:30 p.m.)	CBS-TV	19.4
Mon., July 13	Desilu Playhouse (10 p.m.)	CBS-TV	21.8
Tue., July 14	David Niven (10 p.m.)	NBC-TV	13.2
Wed., July 15	U.S. Steel Hour (10 p.m.)	CBS-TV	18.5

Copyright 1959 American Research Bureau

RAB gets co-op data

Radio Advertising Bureau announced last week a nation-wide project to update and expand its files on advertisers' radio co-op plans. It said it was getting cooperation from both regional and national advertisers in all major fields of business.

The information will be published late this fall in a new "Co-op Databook" (available only to RAB members), the bureau said. For each advertiser covered, the data includes a list of products for which radio co-op money is provided; details of the co-op allowance plan including percentages contributed by manufacturer, distributor and retailer; types of radio advertising preferred, list of materials available from the manufacturer (commercials copy, etc.) and a description of billing methods used.

RAB said its current co-op files, covering more than 500 advertisers in 10 major categories, already constitute "the most complete source available for this type of data."

• Business briefly

• Greyhound Bus Corp., Chicago, and Benrus Watch Co., N.Y., have purchased three hour-long comedy specials starring Jack Benny next season on CBS-TV. Danny Thomas will guest on the first special scheduled Saturday, Nov. 7 (7:30-8:30 p.m., EST). Additional dates are to be announced. Mr. Benny's own series starts Oct. 4 (alternate Sundays, 10-10:30 p.m. EDT). Agency for both Greyhound and Benrus is Grey Adv., N.Y.

• Chrysler Corp., Detroit, for the second year will sponsor a Fred Astaire colorcast, scheduled for Nov. 4 on NBC-TV (9-10 p.m. EST). *An Evening With Fred Astaire* of last season received 14 Emmy awards. Next season's vehicle will be titled *Another Evening With Fred Astaire*. Agency: Leo Burnett Co., Chicago.

• Watchmakers of Switzerland, through Cunningham & Walsh, N.Y., will sponsor an hour-long special honoring "The 10 best recording performances of 1959," set for Sunday, Nov. 29, on NBC-TV (8-9 p.m. EST). Winners will be chosen in secret ballot by members of the National Academy of Recording Arts & Sciences. The program originating in Hollywood, will feature performances by winning artists in the popular, classical and jazz fields.

• The Paper Mate Co. (writing equipment), Chicago, doubles its national advertising program starting Aug. 1. Featuring the Holiday pen, the company's new schedule includes 36 network tv shows, the Aug. 3 All-Star baseball game, the World Series and daytime programs yet to be set. Foote, Cone & Belding is Paper Mate's agency.

• CBS Radio last week reported new business and renewals in excess of $400,000. Purchases include Mentholatum Co., Buffalo, N.Y., through J. Walter Thompson, N.Y., for four daytime serial units, three units of *House Party* and one *Impact* segment per week for 26 weeks starting Oct. 4; Q-Tips Inc., Long Island City, N.Y., via Lawrence C. Gumbinner Adv., N.Y., with five units per week of *House Party* for 13 weeks beginning Sept. 7; Milton Bradley Co. (school supplies), Springfield, Mass., with a four-week schedule in the network's "Back-to-School-Tie-In" plan and a two-week Christmas schedule, placed through Noyes & Co., Providence, R.I.

• Hess & Clark Inc. (livestock and poultry medications and insecticides), Ashland, Ohio, will sponsor *The Red Foley Show* starting Aug. 8 on NBC Radio (Sat. 12:30-12:45 p.m. EDT). Originating live from Springfield, Mo., the country music program is produced and packaged by RadiOzark Enterprises, Springfield. Agency: Klau-Van Pietersom Dunlap Inc., Milwaukee.

Agency Appointments

• Roberts Dairy Co., Omaha, Neb., names Buchanan-Thomas, that city.

• Ovaltine Food Products Co. (formerly A. Wander Co. Ltd.), manufacturer in Canada of Ovaltine, Toddy and other products, appoints Leo Burnett of Canada Ltd., Toronto, for Canadian advertising.

Follow the skyrocketing spot as it soars your product sales above quotas . . . zooms it to a dominant market share.

The spot medium best enables you to match exactly your advertising effort with sales situations in various markets; to conform perfectly with distribution patterns; to equalize varying advertising "weight" in network markets.

In the field of station representation, **H-R**'s unique **Working Partnership** plays a sweet tune for ownership and management. Such a high degree of cooperative effort is devoted to all station operations affecting spot sales, that the stations' staff, in effect, is tripled.

Television, Inc.
Representatives

"We always send a man to do a man's job"

YOU call the tune with

New York • Chicago • San Francisco • Hollywood • Dallas • Detroit • Atlanta • Houston • New Orleans • Des Moines

LONGHAIR VS. SHORT IN BAY AREA

Invasion of staid San Francisco radio by program formula broadcasters touches off battle that may set pattern for whole U.S. But shakedown period is bringing surprises

The kind of radio programming the American public is going to get during the next few years may well be determined in San Francisco in the next few months.

Bay Area broadcasters, more than 20 am and about half that many fm stations, are joined in a battle royal. Since these stations offer every variety of radio program format from classical music to "good" music to middle-of-the-road music to rhythm-and-blues to the Top 40 tunes of the week and from all-musical formats to sports-music-news to network-based programming that includes drama, discussion and other "talk" programs as well as musical fare —their intramarket contest is attracting national as well as local interest. The battle of old sound versus new, of "adult programming for the thinking listener" versus "contemporary radio for the modern listener," is nationwide. But in San Francisco it has lately been intensified by significant shifts in station ownership. What happens there may well affect the national pattern.

"Something's Got to Give" • The free-for-all now raging in the San Francisco area was touched off this spring by a series of ownership changes which brings such top exponents of formula radio as Bartell, Segal, McLendon and Crowell-Collier together in the same market, a situation where, as one veteran San Francisco agency timebuyer succinctly put it, "something's got to give." That the Segal station has been sold to Kenyon Brown (subject to the usual FCC approval) and the new McLendon station is concentrating on good music instead of rock and roll may be indications that something has given way already.

To put the present situation in its proper perspective it's necessary to review Bay Area radio history since the fall of 1956, when Dave Segal's Mid-American Broadcasters purchased KEAR, classical music station, and turned it into KOBY, strictly Top 40. The immediate reaction of local listeners was that this event was nearly as cataclysmic as the famed fire of a half-century before. "You can't do this to us," they shouted. "San Francisco is different. We are cultured. We support a civic opera company, a symphony orchestra. Introducing rock and roll radio here is suicidal for you as well as insulting to us."

But Mr. Segal paid no attention to these comments, nor to similar ones from the media buyers of San Francisco agencies. He went ahead and within a year KOBY had risen close to the top. The listeners had proved him right and willy-nilly the advertisers followed them. Then, in May 1958, KYA became a member of the Bartell Family Radio Group and brought Bartell programming and promotion into the market. The Pulse report for March-April 1959 shows KYA only a step behind KOBY, ratingwise.

Giants Make the Difference • Meanwhile, KSFO, which Autry-Reynolds' Golden West Broadcasters had purchased in 1956, got the exclusive radio rights last year to the full schedule of the Giants, San Francisco's first major league baseball team, which gave it top ratings during the 1958 season and presumably will do the same again this year. Adroit programming, including the top personalities at morning and evening traffic time, kept KSFO neck and neck with KOBY during the winter, Pulse figures show.

In March of this year, Tom O'Neil's KFRC broke out into "radiant radio," another variant of the Top 40 pattern. This, if anything, shocked San Francisco even more than the advent of KOBY had 2½ years earlier. KFRC is a great name in the annals of radio. There the *Blue Monday Jamboree* series originated; there Al Pearce got his start in radio, as did Sylvester L. (Pat) Weaver. Key station of Don Lee and MBS, KFRC had multiple network newscasts which were must listening. (The Pulse Report for Jan.-Feb. 1958 credited KFRC with nine of the market's 10 top five-a-week daytime programs and with five of the top 10 evening strips.) For KFRC to go rock-and-roll was, to San Francisco, like Whistler's Mother doing an Elvis Presley imitation.

Then two Oakland stations changed hands, KLX going to Crowell-Collier (which changed the call to KEWB, matching C-C's KFWB Los Angeles) and KROW to McLendon Corp. (which gave it the new name of KABL, pronounced as a word as in cable car, a unique feature of San Francisco which KABL has adopted as its trade mark). In May, KROW expired after devoting its last 52 hours of air time to the repeated playing of a single record, "Gila Monster." (It is doubtless more than mere coincidence that Gordon McLendon, recently become a motion picture producer as well as broadcaster, was bringing out a movie titled "Giant Gila Monster" at the same time.) Deserting the Top 40 realm in which he has been outstandingly successful, Mr. McLendon has launched KABL as a "good music" station.

In June, KEWB "Big Bay Radio" took to the air after a 24-hour encouchment period during which its airtime was devoted to reading names from the Bay Area's seven telephone directories, spicing this recital with interjected shouts of "we have a winner, we have a winner" and similar gimmicky breaks designed to arouse public curiosity. Like its sister station, KFWB Los Angeles, KEWB's programming is the "color radio" variety of the Top 40 formula.

What It May Mean • So much for the past. What of the present and what is the probable future of San Francisco radio? To get the facts of the present and expert opinions of what's apt to happen in the months ahead, BROADCASTING researched the market, interviewing the managers of major stations most likely to be most affected by the new competitive situation (those with a large enough share of audience to be listed in the Pulse reports on the market) and the radio timebuyers of the city's major advertising agencies. Here's the rundown, station by station:

KABL • 960 kc, 1 kw, fulltime. Began operations as a McLendon station with new call May 11, 1959. Manager is Homer H. Odom, 34, who for previous seven months had been manager of WEZE Boston (an NBC affiliate) and before that had been sales manager of McLendon's WAKY Louisville.

MR. ODOM

Program format: "Good music,"

ranging from pop concert and show tunes through operettas and light classics to all-classical *Symphony Hall* each evening at 8-10 p.m. The pattern is 15 minutes of music, three announcements, 15 minutes of music, three announcements, etc., with a maximum of 12 announcements to the hour.

KABL started with the good wishes of many good music lovers who feel a need for this kind of radio service, disappointed others who found its early programs to be more "sweet music" than "good music," annoyed some with the harp glissandos setting off the quarter-hour breaks which they considered pretentious, the insistence that "KABL is bringing good music to San Francisco," which they found condescending, and the use of promotion techniques more commonly associated with Top 40 programming, which they thought in questionable taste when linked with good music.

Slow Starter Coming Up • Mr. Odom, himself a student of serious music (violin) for more than six years, agrees that KABL's early programming was not what it should have been but says it is rapidly attaining the desired quality since the purchase of the Columbia Masterworks and RCA Red Seal libraries, plus all of the Boston Pop recordings and other comparable discs. "We have about 1,500 albums now, which is just a good start toward the 10,000 albums we feel will give us a basic library of good music. With a schedule of 9,000 tracks (900 albums) a month, we're still walking a tightrope, but we're getting nearer to solid ground every day."

He does not go along with the criticism of the station's promotion, however. "We've got to make ourselves known and listened to, the same as any other station," he states, "and we've found a surprising number of promotion devices used at other McLendon stations that can easily be adapted to our needs." Listeners seem to be pleased rather than irritated by KABL's promotions, he said. A "Mystery Voice" contest ($5,000 for a right answer the first day, $4,000 the second and so on down to a continuing offer of $500 until the name is guessed, with clues becoming more revealing day by day) conducted early in July pulled a greater response for KABL in its first two days than it had drawn when used by a Top 40 station, he reported.

KABL also annoyed some timebuyers by setting initial rates for its untested format more than 50% higher than those of KROW (KABL's one-time one-minute spot is priced at $28, and upped to $32 during traffic time, compared to KROW's $17), by offering no packages and by ending its volume discount at 312 spots, versus

THE SCENE OF BATTLE

San Francisco-Oakland or San Francisco *and* Oakland?

Oakland, at the eastern end of the Bay Bridge, sometimes referred to as "the bedroom of San Francisco," has traditionally been considered as a self-contained market, served by its own newspapers and radio stations. (KROW and KLX derived most of their revenue from East Bay advertisers before their sales to McLendon and Crowell-Collier.)

"Psychologically, the communications bridge seemed to work in only one direction," a veteran San Francisco agency executive explains. "San Francisco stations sent their programs across the bay to Oakland and inland from there, but it didn't work in reverse. Of course, the Oakland and Berkeley stations could be heard in San Francisco, but with few exceptions we didn't listen to their programs and we didn't buy their time."

Today, a new concept of a Bay Area market, served by the radio and tv stations of Oakland as well as of San Francisco, is becoming established. Oakland stations are identifying themselves as "serving the San Francisco Bay Area better" (KEWB, the former KLX), "isle 96 on your San Francisco dial" (KABL, the former KROW), partly to establish themselves with listeners throughout the entire metropolitan area, partly to identify themselves with San Francisco for buyers on Madison Avenue, Michigan Boulevard and elsewhere who know San Francisco but who might respond to Oakland with a "where's that?" reaction.

KABL announces its Oakland connection in its station identification breaks, as required by FCC regulation, but otherwise eschews any connection with this community. The large electric sign which blazoned KROW from the Oakland studio building has been removed but not replaced with the name KABL, nor is that name to be found in the lobby. Instead, a discreet sign directs visitors to "studios and offices" without adding any information as to what they are studios and offices of. The station's print advertising, its letterheads and salesmen's cards give the address merely as P.O. Box 2461 San Francisco.

IN

BUFFALO

Almost Everybody Has NOTHING ON But

WBNY

See Latest Pulse & Hooper Figures

Best Buy in the Buffalo Market

Call Jack Masla

Battle of San Francisco CONTINUED

3,120 for KROW. Presumably they will be even more annoyed Aug. 1, when a new rate card with a 25% boost in rates is issued.

Annoyed or not, they're buying, Mr. Odom states. More than 40 new accounts were signed in the six weeks following May 11 and current business indicates that KABL will be operating in the black for July, well ahead of anticipations. These sales may reflect the initial audience response to KABL's programming. A Hooper survey for June 10-16, just a month after KABL began broadcasting, gave it an average share-of-audience of 10.5 (up from KROW's 2.0 last October), with fourth place in the market, following KSFO's 20.3, KOBY's 11.5 and KCBS's 11.2.

"Moreover, KABL is the highest-rated good music station in the nation, according to Hooper," Mr. Odom proudly declares. Interviews with U. of California students, conducted by Far West Surveys on the campus June 4, showed KABL to be the favorite station of 34.7% of the 248 respondents, more than voted for all the Top 40 stations combined and twice the score (15.4%) of the second place station. This could indicate the beginning of a swing away from rock and roll by the college-age listeners, which Mr. Odom believes is imminent.

Asked why he deserted the Top 40 music formula which has worked so well for him in other markets in favor of good music in San Francisco, Gordon McLendon replies succinctly, "because we want to make money." Talks with KROW had been broken off, he says, because the McLendons felt there was not room for another pop music station in the market. But when Crowell-Collier bought KLX (which had been programming good music) "this gave us an opportunity and we reopened our talks with KROW and bought it."

"We aren't being noble with KABL and its good music, just realistic," Mr. McLendon states. "KABL will definitely be the number one station in San Francisco—not too long from now."

KCBS • 740 kc, 50 kw, fulltime. Owned by CBS. Manager is Maurie Webster, 43, vice president of CBS Radio and associated with CBS - owned KNX Los Angeles since 1937, as sales manager for the 18 months before his move to San Francisco as KCBS general manager in September 1958.

MR. WEBSTER

Program format: More than any other San Francisco station, KCBS follows the traditional radio pattern of individual programs broadcast at the same time each day. Network programs take up many of the daytime and early evening hours: serials at 10 a.m.-noon, Drake-Godfrey-*House Party* at 12:30-2:30 p.m., Thomas - Sevareid-*Amos 'n' Andy* plus the CBS Radio Pacific Network (CRPN's) Harmon-Goss-*Masters of Melody* at 5:30-7:30 p.m. ("I buy KCBS the way I buy tv," a top timebuyer says, "demanding on program ratings and adjacencies.")

News is KCBS' strongest feature with both listeners and advertisers, occupying more than four hours of the day, with half of the early morning and three-fourths of the early evening time given over to newscasts. News accounts for most of the KCBS entries in the Top 10 most popular program columns.

Liked and respected by buyers ("You know where you are with KCBS and don't have to worry about cut rates or special deals being given to someone else and if your product is one with an adult appeal KCBS is the place to advertise it," one timebuyer sums it up), KCBS reports business volume running well ahead of 1958, both locally and nationally. (National business leads in volume.)

Overall, the rating reports show KCBS ranking third-to-fifth in share of audience. ("Our ratings are respectable but not competitive," one KCBS executive puts it. "They don't have the numbers but they do have prestige, image. They're a very strong station," the radio buyer for a major agency states.)

KEWB • 910 kc, 5 kw, fulltime. Owned by Crowell-Collier. Began operating as KEWB June 8, 1959. Manager is Milton Klein, 34, whose entire business career has been in broadcasting; the last 18 months before becoming KEWB's general manager he spent as sales manager of KFWB, C-C station in Los Angeles.

MR. KLEIN

Program format: Top 40 (a radical switch from the show tunes, ballads and mood music of the frequency's previous occupant KLX, described succinctly if inelegantly by a KEWB personality as "music to shave your legs by"). Asked how KEWB's "color radio" format differs from that of the other Top 40 stations, Program Director Bill Enis (who came to KEWB from McLendon's KLIF Dallas) answers that

New industrial plants are building up all over the Land of Profitunity! Last year alone 226 new plants provided new jobs for almost 11,000 people and created new year 'round buying power that rocketed retail sales to more than $6.25 billion in 1958—Up 131% since 1950!

Cash in on this great new profit opportunity. Spot your product or service on WFLA-TV—sales powerhouse *in the Land of Profitunity!*

For more facts, write us or call your nearest Blair-TV man.

Figures from Sales Management 1959 Survey of Buying Power.

NBC **wfla-tv** CHANNEL 8
TAMPA - ST. PETERSBURG

NATIONAL REPRESENTATIVES, BLAIR-TV

since they all play the same records over and over, the only difference possible is the personality each station injects into its presentation.

"We do it by preparation," he states. "Our gags and gimmicks and intros are not ad libbed but carefully planned, prepared and rehearsed. Before switching from WLX to KEWB we held a week-long talent school, woodshedding our dee jays in our personality pattern. Those bits of chatter so informally presented as lead-ins for commercials or record intros are written for the disc jockeys by freelance writers.

"We believe that most people these days don't listen to radio constantly but for 15 minutes or so, now and then, in the car, in the kitchen, wherever. They tune us in primarily to get the top tunes but they also want to be entertained, so we make our presentation of music, commercials and everything else as entertaining as we know how. News is not read as it comes off the ticker, but rewritten with colorful phrases to make it entertaining as well as informative. We try to avoid echoes and noisy sound effects, to make our impression pleasantly."

One KEWB premise is to play more records than the rest. "Our minimum is 14 an hour and we're now running 17-18 because we don't have enough commercials yet," Mr. Enis says. Business is on the upswing, however, he reports, with some advertisers like Ford and Winston retaining their KLX schedule, others like Hamms increasing their time, and new accounts like Chevrolet coming in.

To get its call established and to keep listeners tuned in, KEWB is running a continuous stream of contests which began at noon Sunday, June 8 (at the end of the 24-hour phone book marathon) with "Big Bay Pay Day." Listeners were told to call friends whose names began with a particular letter ("This is 'S' hour"), changed hourly or whenever there was a winner, and to ask: "Have you heard the new KEWB, channel 91?" One name would be the lucky one, paying off $91.

Numbered fan club cards, distributed through music shops and by mail, are the basis for hourly giveaways of $5 and $10 cash prizes, another incentive to keep tuned to KEWB. Apparently these contests, plus newspaper ads, bus posters, direct mail, sidewalk foot prints in gay colors, sound trucks (playing KEWB promo jingles) and other off-the-air promotion, are working, for KEWB began getting a heavy mail response from the start. A weekend "Count the Music" contest, asking for the number of selections played during 60 consecutive hours (June 19-21) had a response of 1,395 cards and letters (one to an individual) by Tuesday noon (June 23) The first morning mail that same Tuesday also contained 1,245 entries in the "Secret Sound" contest launched the day before, and 1,120 more guesses came in by telegram before noon.

Agency media buyers, in general cool to the entry of another Top 40 station into the Bay Area, nonetheless expressed the feeling that KEWB's "money plus smart management" would inevitably make it a factor in the market.

KFRC • 610 kc, 5 kw, 6 a.m. to midnight. Owned by Don Lee Div. of RKO Teleradio Pictures. Manager is Jack Thayer, general manager of WDGY Minneapolis (a Storz station) before being appointed vice president and general manager of KFRC in June.

MR. THAYER

Program format: A "wonderful list" of the top tunes, a startling change from the show tunes and light classics which comprised the station's musical programs prior to March. Another major change occurred the end of April, when a batch of Don Lee news programs, which had a loyal following, shifted to ABC and KGO.

The philosophy of the new KFRC is that mobility is the key to modern life and to modern radio as a part of modern life. "Radio today is found everyplace but the living room where it used to reign," Mr. Thayer states. "We're no longer selling adjacencies to *Amos 'n' Andy*. We're selling spots which build their own audience and do their own selling instead of riding a program's coattails. Good spots, like those for Dodge, Beechnut, Pepsodent, stand on their own. They, and the way the personality at the station handles them, are what produce sales today."

Only a little over a year ago, KFRC, KCBS and KOBY were fighting it out for first place in San Francisco audience favor, according to Pulse statistics. Business was good; May and June 1958 were the best month's in KFRC's 34 years, Mr. Thayer reports, "but then came major league baseball on KSFO." The Pulse reports for January-February and March-April 1959 give KFRC a standing of fifth to sixth in share-of-audience.

The immediate reaction of agency buyers, as reported the end of June, is that in dropping its news and "listenable music" programming, KFRC had lost its distinctiveness and was now just another formula music station. "They're trying to go rock and roll and don't quite know how," one buyer declares. A watchful waiting attitude is general. "We didn't cancel, but we did cut back," the buyer for a major radio advertiser says.

To build audience, Mr. Thayer has brought in Scott Burton from WISK Minneapolis, where he was "The Flying Scotsman" on the air and program director off-mike, as production coordinator of KFRC. To boost sales, he is encouraging his sales force to sell ideas, rather than time. An example: Four Wheel Brakes queried KFRC about $500 worth of availabilities for a July campaign. Instead, "we offered them a Fourth of July safety slogan contest. This gave them a public service plus to their advertising and they spent $2,000 with us," Mr. Thayer reports.

KGO • 810 kc, 50 kw, 5:45 a.m. to midnight. Owned by American Broadcasting-Paramount Theatres Inc. Manager is Jack Stahle, previously with ABC's KABC Los Angeles, who moved to KGO the end of June in the dual capacity of station manager and local sales manager.

MR. STAHLE

Program format: "Happy" popular music and lots of news, including ABC's John Daly, Paul Harvey and John Vandercook newscasts plus those of Frank Hemingway, Cliff Engle, John Holbrook and Virgil Pinkley which moved from KFRC-Don Lee on April 28. Nightly stereophonic broadcasts with KGO-FM total 14 hours a week: Monday-Saturday, 7:30-9 p.m.; Monday-Friday, 10:45 p.m.-midnight, and Sunday, 7:30-8:15 p.m.

KGO's new musical format was adopted last September, following a period of rock and roll programming at which the station was not overly successful. "San Francisco's a peculiar market," Mr. Stahle says. "It's more conservative than other parts of the country and what works there won't work here."

Agency buyers comment that KGO has changed program format so frequently in the past few years (reflecting changes in the program philosophy of the ABC radio network) that it now has a job cut out for it to establish a personality with listeners. Perhaps its strong news programming will help, they say; they're waiting to see what the ratings show. (For the past year, KGO has stood at about seventh place in share of audience.)

A "hold" can become a "pull", you know. Toward the marketplace, if desired. But first, it must really exist. (And it can exist only on a foundation of time-tested mutual station-viewer loyalty.)

How have we earned this special kind of loyalty? Through our programming, designed for friendly, adult minds. Through our greater than average interest in public service, news and sports. Through the community participation of our veteran staff members. Through our abhorrence of the frenetic announcer, the noisy gimmick, the triple spot.

How is it expressed? Ah! on 92% of the TV sets in fruitful farmland, country estate, suburb and city of our area, dials stay tuned longest to Channel 7. Says Pulse, with consistently superior ratings. And that's 92% of an annual 3⅓ billion dollar purchasing appetite.

Ah! again! Picture your product thus jet-assisted in a quiet way. Consult George P. Hollingbery today.

WHIO-TV
CBS
channel 7
dayton, ohio

ONE OF AMERICA'S GREAT AREA STATIONS

Reaching and Holding 2,881,420 People — in 41 Counties of 3 States

Battle of San Francisco CONTINUED

KJBS • 1100 kc, 1 kw, daytime. Owned by William B. Dolph-Herb Pettey interests. Manager is Robert N. Kindred, 41, who came to KJBS last December after four years in Omaha with KOWH and KOIL.

MR. KINDRED

Program format: What Mr. Kindred calls "music balance," the Top 20 (not 40) plus albums and recall numbers (a great many of these). "We do play and feature the top tunes, so long as they are not too far off base," he says, "but we try to avoid the raunchier rock and roll."

This new program format was instituted March 7 and the March-April rating figures indicate that it is attracting more listeners to KJBS. The Nielsen cumulative audience report shows an average increase of 85% in families covered. Equally impressive evidence of increased tune-in comes from the response to *Melody Mileage* (game for motorists; if the speedometer shows the same figure as the one broadcast, a driver wins 10 gallons of gasoline). Average number of winners per week has risen from 10-15 in December to 40 in May. "This makes us think that people are liking what they're hearing at 1100 and coming back for more," Mr. Kindred says.

Along with its "balanced" music, KJBS has prospected the past to get program ideas for the present. The *KJBS-Home Mutual Forum* is the old man-in-the-street, inquiring reporter bit dressed up for modern radio; an old time network studio audience show supplied the basis for a program "which is proving to be very worthwhile for us as well as for the sponsoring San Francisco Pepsi Cola Co.," Mr. Kindred reports. "There's a future gold mine in radio's past," he declares.

KNBC • 680 kc, 50 kw, 5:45 a.m.-2 a.m. Owned by NBC. Manager is George Fuerst, 47, who started with NBC in San Francisco as a page boy in 1930 and rose through the ranks, serving as division manager of NBC-TV Spot Sales in San Francisco for three years preceding his appointment as general manager of KNBC in August of 1956.

MR. FUERST

Program format: As an NBC o & o station, KNBC carries the full schedule of network programming (not necessarily a bad thing; when *One Man's Family* was dropped the *Oakland Tribune* had to put an extra man on the radio desk just to handle phone calls asking why). Strongest local programs are Doug Pledger's morning program (6:30-10 a.m.), George Lemont's afternoon traffic time show (4-6:30 p.m.) and *Listen Ladies* (11:05 a.m.-noon).

Mr. Pledger, who combines a flow of outrageous puns with records of show tunes, operettas, pop classics' chorale groups, anything and everything but the Top 40, is the type of personality "you either love or can't stand," as one timebuyer puts it. Never achieving the top morning audience of KSFO's Don Sherwood, Doug Pledger does have a dedicated following who buy as well as listen, and his list of sales successes ranges from pears and fruit cakes to Buicks (his Buick sponsor awarded him a car when renewing his contract).

For well over a year, *Listen Ladies* has been filling KNBC's main audience studio (built in radio's hey-day) with lady listeners (something they said couldn't be done today). Mr. Fuerst's comment on this program—"It's not much in ratings but how it moves merchandise"—might as aptly be said of KNBC itself. The rating reports put it in about fifth place in share of audience among all stations serving the Bay Area, but it is sold out solid for three months.

KOBY • 1550 kc, 10 kw, fulltime. Owner is David M. Segal's Mid-American Broadcasters Inc., also licensee of KOSI Denver, WGVM Greenville, Miss. (Sales of KOBY and KOSI are awaiting FCC approval). Manager is Joe Miller, who entered radio in 1947 in Phoenix and had worked in San Bernardino and San Diego, where he was general sales manager of KFMB up to last December, when he took over the managership of KOBY.

MR. MILLER

Program format: Top 40, which KOBY introduced to San Francisco and which is going better than ever for KOBY, Manager Miller states. The station is second only to KSFO in ratings and "we've never had it so good businesswise."

With the added competition in the Top 40 field, Mr. Miller admits that he's never worked so hard as he is today, "trying to keep things going perfectly, trying to maintain the little difference that makes all the difference." News, at KOBY, is delivered at a faster tempo than it would be on a network station and in a slightly higher pitched voice, "to give it an urgency that makes people pay attention and really listen, not just sit back and let it go on only half-heard." A month of San Francisco listening would reveal the difference of KOBY sound from that of the other formula programmed stations, Mr. Miller says, but "I'm not going to let you print it for the competition to read. Let them find out the way the public has, by listening to us."

One way that KOBY attracts attention is with special promotions, such as the March of Cancer in June. Ten days of on-air promotion, tied in with Carl Smith's Columbia recording of "10,000 Drums," culminated June 27 in a Cancer March from the KOBY studios to City Hall. Better than 1,000 marchers, mostly teen-agers, wearing "March" buttons which they had obtained from the station by making a donation to the City of Hope Cancer Research Fund, joined in the March, along with station personalities and recording artists led by Carl Smith on a Palomino horse. (KOBY also had a prize for the listener guessing in advance the number of times "10,000 Drums" would be played during the March to City Hall, where the proceeds of the campaign were turned over to Judge Alvin Weinberger, chairman of the fund raising drive.)

None of the agency buyers professed any personal fondness for Top 40 programming, but they agreed that by good management and a sure knowledge of how to present this type of radio fare KOBY had taken San Francisco by storm. As to the future, Mr. Miller is confident that the increased competition is making every station work a little bit harder to do a little bit better job and that the result is bound to make San Francisco radio better listening for the public and therefore a better medium for the advertiser. The agency buyers aren't so sure. One station, they note, can win a big following with one type of programming, as KOBY has with its Top 40 format. Five stations, all concentrating on a single program format, may succeed only in dividing that audience five ways, winding up with none of them a very good advertising buy.

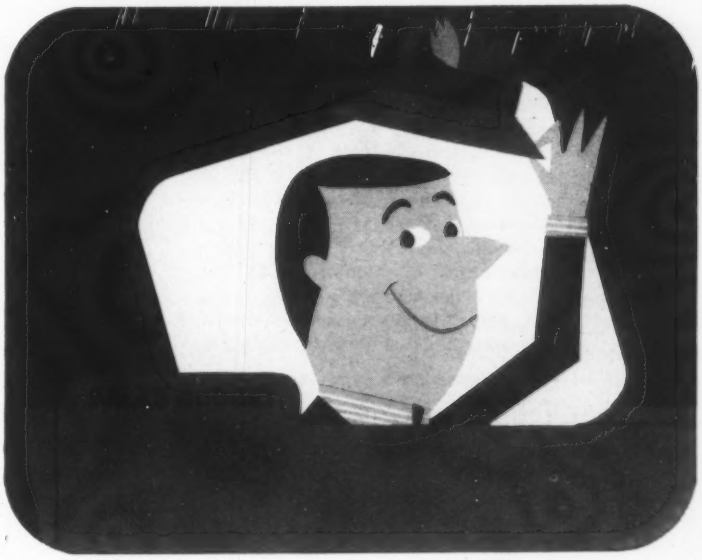
No immediate changes in personnel or programming are being planned for KOBY by Kenyon Brown, whose acquisition of the station is now awaiting FCC approval.

KSFO • 560 kc, 5 kw days, 1 kw nights, 5:45 a.m.-midnight. Owned by Golden West Broadcasters (Gene Autry-Bob Reynolds), who acquired it in August 1956. Manager is Bill Shaw, 44, who started in radio in 1929 as a guide with CBS in San Francisco and had

BEING SQUEEZED?
Today's pressures on Sales Managers are crushing: trying to combat competitive new products, keeping sales turnover high, bucking your competitors' selling tactics.

SPOT TV SELLS
Self-service retailing is here. Today's in-person salesman is your Spot TV Salesman-the effective modern-day sight-sound-demonstration and persuasion salesman.

SALES MANAGERS' STAR SALESMAN
As the right arm of your sales department, Spot TV deserves to share your sales- as well as your advertising-budget.



THE SALES MANAGERS MEDIUM

America's sales and distribution revolution is here. A new Katz Agency presentation, "The Sales Managers Medium," tells how it affects today's Sales Manager. For a showing of the full story-in your office-call our TV Sales Development Department.

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666 Fifth Ave., N.Y.C. 19, JU 2-9200
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Battle of San Francisco CONTINUED

spent four years as general manager of KNX Los Angeles and CBS Radio Pacific Network and a year in New York as sales manager of the CBS Radio Network before leaving that post to return to San Francisco as vice president of Golden West and general manager of KSFO.

Program format: Sports-music-news. Music is what is frequently described as "middle-of-the-road," with plenty of pop tunes (but no rock-and-roll) and jazz, but of the big band swing type rather than the "cool" variety. "We have a music system but we prefer not to talk about it," says Mr. Shaw. "We let the others talk about their 'fabulous 40's, and 'wonderful lists' while we just aim at producing listenable sound. Our musical schedule is carefully worked out, but we like to give the effect that it's casually done."

KSFO's programming won it an increasingly large share of the Bay Area audience, but it was getting exclusive radio rights to the full season of the San Francisco Giants last year, (it was the Giants first year as a San Francisco club, the city's first with a major league team, and the Giants did not permit the games to be telecast) that shot KSFO into first place audiencewise. Broadcasts of the 49ers pro football games and the U. of San Francisco basketball season, plus Don Sherwood's top-rated morning (6-9 a.m.) show and Bob Colvig's afternoon *Commute Club* (4-7 p.m.), plus that "listenable" music kept KSFO in or close to that enviable spot through the winter months. The Giants, the 49ers and U. of California football and basketball, plus Sherwood and Colvig and the KSFO kind of music are going to keep the station at the top of the rating poll in the months ahead, Manager Shaw firmly believes.

MR. SHAW

Business has kept pace with audience and is "in excellent shape," Mr. Shaw reports. "When the ratings are good and the agencies and advertisers like and respect you, you're in good shape and that's how it is with us." Comments of timebuyers about KSFO indicate that they are pretty much in accord with this statement.

KYA • 1260 kc, 5 kw days, 1 kw nights, fulltime. On May 1, 1958, KYA joined the Bartell Family Radio Group (also including KCBQ San Diego, WOKY Milwaukee, WAKE Atlanta, WYDE Birmingham and, WOV New York). Manager is Mort Wagner, 33, executive vice president of the Bartell stations, who had charge of eastern division until moving to San Francisco as KYA general manager.

MR. WAGNER

Program format: Basically, KYA's *Hit Parade* of the Top 40 tunes, but the music also includes Hit Parade Premiers (new songs), *Album Spotlight* (favorite albums) and *Forever Fabulous* (music for reminiscing) in line with the Bartell formula of providing something for every member of the family to listen to.

Along with the commercials between records, KYA broadcasts "Thoughts for Today," "Bright Sayings of Children," "Confucious Say" and other such features, all contributed by listeners, as well as public service spots and daily editorials (each broadcast 12 times a day following news on the half-hour) and an endless assortment of contests ("games" in the Bartell lexicon). A recent game was "Lucky Sentences," to be assembled from words broadcast during the day by KYA Hit Paraders. (The first sentence was "KYA makes the hits that all other stations play later.") Another was "You can count on fun on KYA," with a prize for the right answer to the number of times the word "fun" was broadcast between 6 a.m. and 9 p.m. A third "Scramble-tune," asked listeners to identify three songs played at the same time.

When a traffic fatality occurs in San Francisco, each of the city's police cars flies a black flag. KYA broadcasts a statement recorded for the station by Police Chief Tom Cahill on each newscast for 24 hours following a traffic death. with the news that "the black flag is up." Another "KY-AID" is an hourly smog report ("There is poison in the air").

When KYA personality Lucky Logan staged a 108-hour marathon for the Saints and Sinners milk fund, KYA sent milk bottles to time buyers asking them to help the fund and so to help Lucky Logan make his quota and get off the air. Stage shows at the West's biggest theatre on Memorial Day and July 4, conceived and produced by KYA, helped keep thousands of people safely entertained and off the highways.

Promotion gimmicks, of which KYA has an endless variety, range from the towering giant "victory" neon candle atop the KYA transmitter at Candlestick Point, illuminated whenever the Giants have won a game, to tiny slips inserted in one-fourth of all fortune cookies distributed to the city's Chinese restaurants which, in addition to the fortunes, contain a plug for KYA and one of its clients. Other parts of the "Wagnerian treatment" have included such grand items as a $50,000 treasure hunt (the money was found on the 10th day) as well as less costly ones like taking over a cable car for a week and manning it with KYA personalities to supply fun as well as free transportation to all riders.

All of this activity, on the air and off, has won KYA the attention, be it amused or astonished, of Bay Area residents, has given it rapid increases in audience until it is breathing down KOBY's neck in the rating race and has paid handsome dividends in business revenue. May's billings were the highest of any month in KYA's 32-year history, unless they were topped by June (whose final figures were not available as this was written). Buyers call it a little too noisy and too gimmicky ("frantic" was one's word for KYA) but admit that they can't overlook it when buying for mass-market accounts.

Other stations • In addition to those Pulse-rated stations, a number of agency buyers singled out KSAY (1010 kc, 10 kw daytimer) for special mention. KSAY's "pleasant" music—show tunes, light classics, old favorites—is winning it a following, they say, that entitles it to consideration when they're making up station lists for their clients' radio campaigns. KSAN San Francisco and KWBR Oakland are described as programmed primarily for the Negro audience. The other stations listed in the San Francisco newspaper radio logs are located in outlying communities, programmed chiefly for local listening and supported by local advertising.

Looking at the overall picture, San Francisco timebuyers are wondering whether five formula stations can successfully co-exist in the same market, with some further questioning as to how effectively their clients' commercials can compete with the blatant self-promotion spots of the stations themselves for audience attention. Top 40 can't be ignored, they agree, but by and large they're putting off decisions about fall buying as long as possible, hoping for guidance from upcoming rating reports.

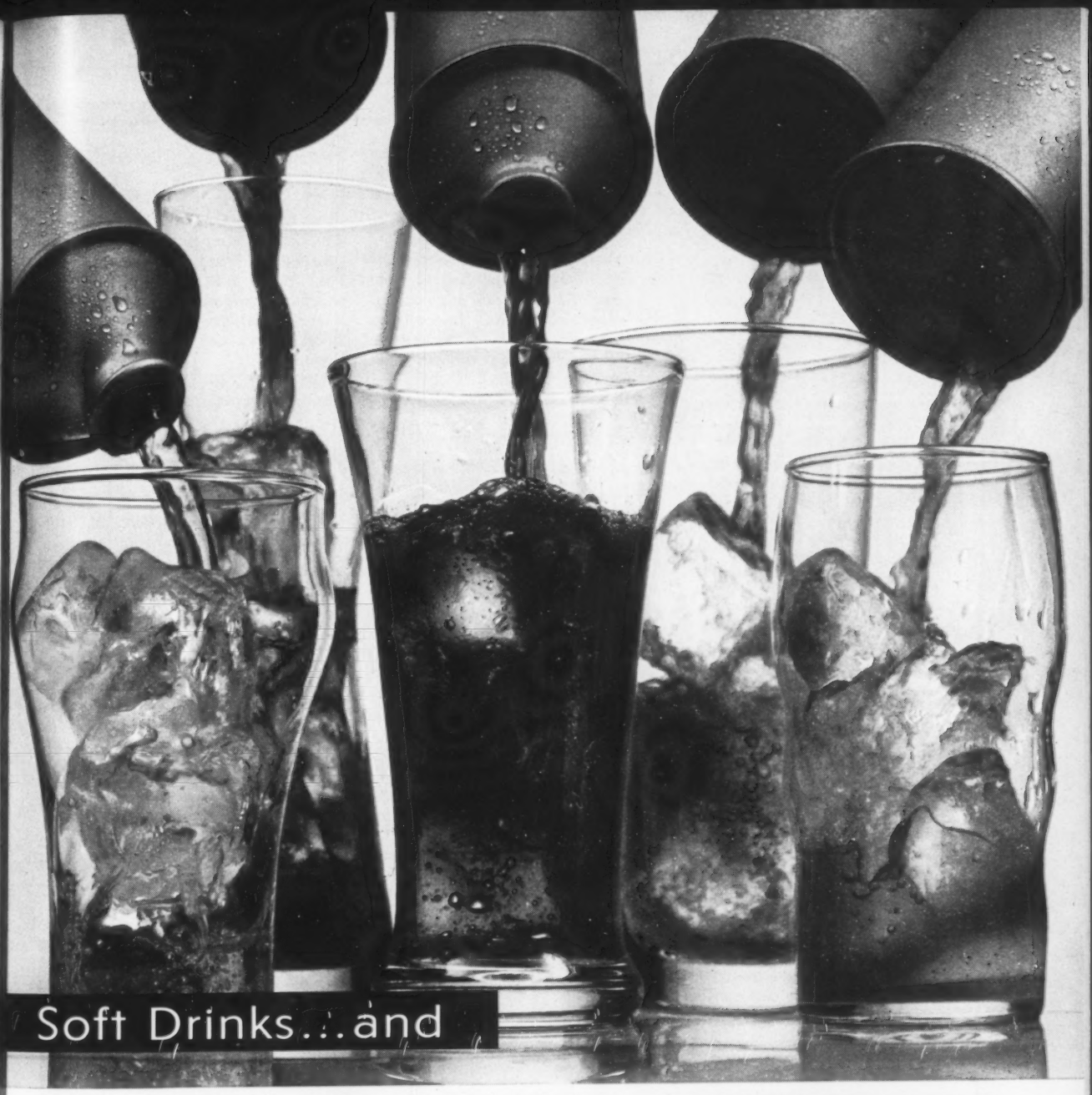
The situation might be summed up soap opera fashion:

Can network radio programming survive today?

Is there a place for good music on the radio dial?

Will the Top 40 operators take over completely, or will they knock each other out?

Tune in tomorrow, or perhaps next fall.



NATIONAL STEEL

At parties, picnics and ball games, at homes, offices and plants—at all the places and times that called for some first-class thirst quenching and refreshment in 1958, dry-throated Americans opened over 405,000,000 cans of soft drinks and got the tasty results they wanted.

No wonder there is such a growing popularity for soft drinks in cans. The "tin" can—actually about 99% steel—chills fast, opens easily, won't break if you drop it. It's a compact, lightweight container that feels good in your hand and serves up your favorite beverage at its mouth-watering best.

Through our Weirton Steel division, National Steel is a leading manufacturer of tin plate for cans. In fact, through Weirton's production of hot-dipped and electrolytic tin plate, National is the nation's largest independent source of this metal.

Modern tin plate is just one of many quality steels and products of steel with which National serves American industry through its six major divisions: Great Lakes Steel Corporation, Stran-Steel Corporation, Enamelstrip Corporation, The Hanna Furnace Corporation, National Steel Products Company and, of course, Weirton Steel Company.

NATIONAL STEEL CORPORATION, GRANT BUILDING, PITTSBURGH, PA.

NATIONAL STEEL

BANKRUPTCY PLAN U.S. referee calls MBS creditor meet

Mutual's reorganization plan, covering its offer to creditors, was presented in New York last week to U.S. Referee Asa Herzog, who thereupon scheduled a meeting for the full list of creditors for July 28.

As presented by Benjamin Weintraub, Mutual's attorney in its petition for voluntary bankruptcy under Chapter 11 of the Bankruptcy Act, the plan is in three phases: Most creditors are offered 10 cents on the dollar; Mutual news stringers and guest panelists will receive 50 cents on the dollar up to $600 owed and 10 cents on the dollar for subsequent money owed; the note of H.B. Tuskin for $1.3 million is to be paid in full at 4% interest over a 10-year period.

A representative of the 10 leading creditors appeared at the hearing Monday (July 13) and informed Mr. Herzog that they were willing to accept the 10 cents-on-the-dollar offer and recommended that action be expedited.

The Why's • Mr. Weintraub was asked later way the leading creditors were willing to accept 10 cents on the dollar while H.B. Tuskin will be paid in full. He replied: "The creditors are desirous of getting their money as soon as possible while H.B. Tuskin is willing to wait over a 10-year period."

It was learned that H.B. Tuskin is a businesswoman and associate of Albert Gregory McCarthy and Chester Ferguson of Tampa, Fla. The two men control Real Properties Inc., Tampa, which, as of last week, has lent mutual $200,000 to maintain operations during the period of bankruptcy proceeding. Mr. Ferguson is the newly-elected board chairman of MBS (Broadcasting, July 13).

Robert F. Hurleigh assumed the presidency and normal ownership of Mutual on the day the bankruptcy petition was filed, but it is assumed that Messrs. McCarthy and Ferguson will become formal owners if and when the reorganization plan is accepted. Mutual owes creditors a total of $3,195,607.

Under referee Herzog's questioning, James Gladstone, MBS comptroller, said the network has been losing about $55,000 a month. In July, for instance, MBS has revenues of about $345,000 and expenses of about $400,000. Mr. Hurleigh stated that the summer months are traditionally "the slow ones" in the advertising field and revenue should increase with the fall. Above and beyond that, Mr. Hurleigh added, network officials believe that they can place MBS in a more profitable position, once their financial position is stabilized.

Five-Year Burden • Mutual officials later explained that the Tuskin note stems from a loan made over several years (1954-57) by RKO Teleradio to Mutual to make up deficits at the time RKO Teleradio owned the network. Thereafter, when each subsequent owner took over the network, it was included as part of the sale, and was carried on the books as a loan.

Spokesmen added that when Messrs. McCarthy and Ferguson assume ownership, the loan may be bought back, perhaps at less than 10 cents on the dollar. As owners and stockholders of Mutual, they would be paid only if the network makes a profit.

Network officials explained that this loan had to be "sequestered" from the money owed to other creditors since the $1.3 million makes up a sizeable proportion of the $3,195,607 owed. The formula for paying off creditors — called "composition of creditors"—must be approved by at least 51% of creditors, who are owed at least 51% of the total amount. Mutual officials said that if the $1.3 million note had been included in the formula some of the creditors might have felt that "the whole thing was stacked ahead of time."

Steelworker breakage put at $5,000 by NBC

An estimated $5,000 in motion picture camera equipment and lights were smashed by striking steelworkers as Tom Pettit, WRCV-AM-TV Philadelphia newsman, was interviewing David J. McDonald, president of the United Steelworkers, last Tuesday (July 14) in Trenton, N.J.

Overlooked in the fisticuffs was a portable tape recorder which contained a transcript of the encounter.

Mr. Pettit, after a few routine questions asked, "Mr. McDonald, do you feel your career hangs in the balance in this strike?" The union leader objected to the question and repeatedly demanded that it be taken off the film. A group of steelworkers, estimated 20 to 25, was milling around.

When Mr. Pettit protested, "You can't take the camera," a voice in the background said, "The hell we can't." Immediately several men seized the camera from the hands of cameraman Roy Bell and smashed it to the sidewalk.

A tape recording of the incident was played the next day on the NBC-TV *Today* show and on NBC Radio.

Mr. McDonald in a statement issued Wednesday through Arthur J. Goldberg, Steelworkers' general counsel, said he deeply regretted the incident.

Late Thursday, NBC lawyers were considering the possibility of legal action, but had reached no decision.

SURVEYING THE DAMAGE
Ernie Less (l), WRCV-TV news director, and cameramen examine equipment

Carolina viewers already know it. Local sponsors feel it.
National advertisers everywhere are learning fast.
The tops of NBC and ABC—plus the best of Warner Brothers
are changing audience patterns of Charlotte television.
Get the facts. Here in America's 22nd largest tv-homes market
you'll do better with Charlotte's dynamic WSOC-TV...
one of the great area stations of the nation.

WSOC-TV

CHARLOTTE—9 NBC and ABC. Represented by H-R

WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta and WHIO and WHIO-TV, Dayton

Managers go to school • Operating heads of broadcast stations led an academic life at July 5-18 management seminar held on campus of Harvard Graduate School of Business Administration. In this classroom, and in cloistered

14 DAYS HARD LABOR AT HARVARD

First broadcast management seminar wins unqualified endorsement

Broadcast management has negotiated a profitable investment—two weeks on an Ivy League campus.

Three-score industry executives are back at their office desks after completing a radio-tv seminar last Saturday (July 18) at the Harvard Graduate School of Business Administration. The intensive management course was conducted under the auspices of NAB.

For one of the busiest fortnights within recollection of these broadcasting students the basic problems of general business operation were fused with the crises and headaches of station management.

Did these practical businessmen, representing one of the newest industries, consider their two weeks on the nation's oldest campus (1636) worthwhile? The enthusiastic answer: "Yes."

The students were happy; NAB was delighted; Harvard deemed it one of the more successful seminars in recent years.

This decision was reached by the association: The seminar should be repeated in the summer of 1960. Tentative plans were drawn up for a roughly similar course.

A feature of the two weeks was the Thursday appearance of Dr. Frank Stanton, CBS Inc. president. (Ph.D., Ohio State U., 1935). Dr. Stanton endorsed the concept of an intensive course in management training as he brought the earthy experience of a network president to the Harvard program in a discussion of industry problems.

NAB President Harold E. Fellows summed up the seminar this way at the graduation dinner: "The experiment has been eminently successful from everything I hear. It was long overdue. It has given you an opportunity not only to acquire knowledge and restimulate your thinking processes but provides a chance for you to set up a chain reaction among your colleagues in the broadcasting industry. The course has helped fill a need for a broadened executive training base in broadcasting."

Executive-student members of the class rose daily to the 6:45 a.m. roar of a dormitory horn, scrambled shirt-sleeved to a cafeteria breakfast, and sat down to an 8 a.m. group study session. Their only relief from the grind came at the mid-Sunday when they had morning and afternoon free.

The seminar students listened, talked, argued and pored over study material each day until 10 p.m. when they wearily started toward their tiny bedrooms to sleep or perhaps study some more or maybe just sit around like any other college students and shoot the breeze.

This rigorous routine provided the first opportunity in broadcast history for station executives to live under one roof in a quiet, isolated atmosphere that stimulated thinking and the exchange of ideas.

"It should have started years ago," said John Laux, operator of the Friendly Group.

"The finest thing NAB has ever done," added A. Louis Read, vice president-commercial manager, WDSU-AM-TV New Orleans.

"An important step forward in industry management," said Charles H. Crutchfield, executive vice president of the Jefferson Standard Broadcasting Co.

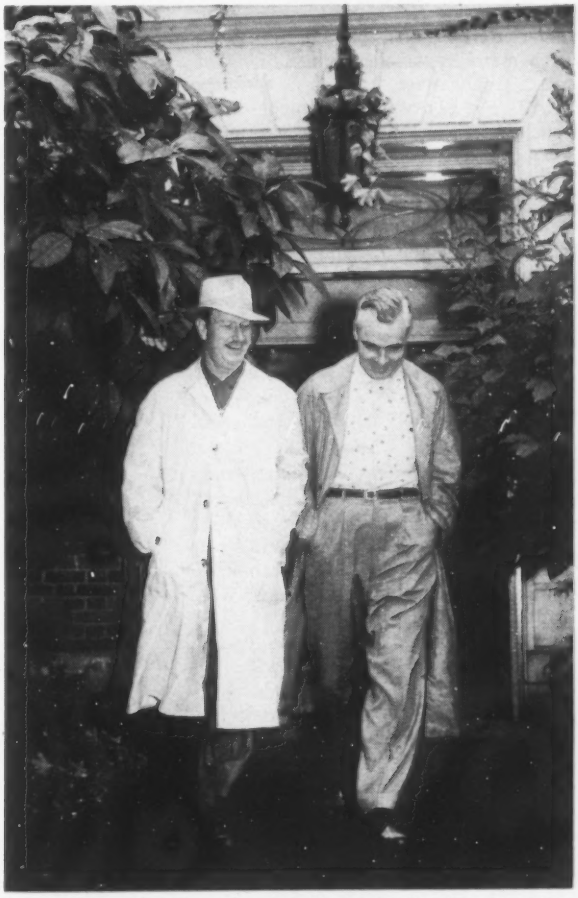
Their comments typified the reaction of students as the course came to a close.

Dr. J. Sterling Livingston, of the Harvard school, served as academic director of the course. He is president of Harbridge House, management development and consulting firm. The project was developed under direction of Charles H. Tower, NAB economics-broadcast personnel manager. William P. Gormbley Jr., assistant dean and director of Harvard's advanced management program, was

dormitory suites, three-score broadcasters studied, discussed, argued and listened. Top-ranking business educators taught them how to think through the situations that face those who run a business. The average school day ran 16 hours.

Boning up in dorm • Two broadcaster students work on case. L to r: Robert W. Ferguson, WTRF-TV Wheeling; Charles C. Woodward Jr., Westinghouse Broadcasting Co.

Their school masters • Prof. J. Sterling Livingston (left) and William Gormbley Jr., assistant dean, directed Harvard's program of management study under auspices of NAB.



Out of the ivy • Pair leaving Hamilton Hall dorm enjoying a joke. L to r: Douglas A. Manship, WBRZ-TV Baton Rouge, La., and Charles A. Batson, WIS-TV Columbia, S.C.

administrative director. Besides Dr. Livingston, the teaching staff included Prof. C. Roland Christensen, Prof. Alva F. Kindall, Associate Prof. Martin V. Marshall and Assistant Prof. Joseph W. Newman. Mr. Tower and his assistant, James Hulbert, are alumni of the school.

"The broadcasters were very hard-working students," Dr. Livingston said, "They were as diligent and conscientious as any group I have ever seen on the campus—very practical, very sensible and highly responsive."

Significant Observations • He added this: "The level of discussion at the broadcasting seminar was as sophisticated as any industry group I have ever dealt with. Broadcasters have contributed much to our thinking as well as to our understanding of their special management problems."

Dr. Livingston explained the seminar was designed to show executives how to think constructively of their operating practices. "We didn't tell them how to operate," he said, "but helped them appraise their own problems against the background of what other industries are doing. While appraising other people they were reappraising themselves.

"A third dimension developed as each manager watched the thinking of other broadcasters."

All phases of management were touched during the two weeks. For example, one 80-minute discussion of a non-broadcast classroom case brought out such broadcasting industry topics as ways to read balance sheets, earnings formulas, depreciation, taxes, interest, operating profits, accounts receivable, automation, capital investment, net sales vs. operating expenses, employe relations and motivation of personnel. Around 430 broadcasters participated in this single discussion with a professor as moderator and prodder.

Blue Story • One seminar case dealt with personnel at a radio station whose new owner had hired three disc jockeys, giving them wide latitude in their air performances and selection of music. Later he hired a manager who had scant authority over the trio. The problems centered around the eccentric behavior of a young jockey, a mythical Larry Blue, who built up a high rating and made a handsome living out of high pay and perhaps higher payola.

All this was getting close to home. Hands were up constantly as station managers offered solutions and pointed to flaws in the way the fictional broadcast station was run. The manager without authority found little sympathy among the student executives after Larry Blue started wrecking staff morale and undercutting his immediate boss.

Break for coffee • Daily 10:50-11:20 a.m. relaxing period at Harvard seminar came after students had been on the jump four hours. L to r: William J. Moyer, KARD-TV Wichita, Kan.; James A. Noe Jr., WNOE New Orleans; Robert H. Smith, WCYB-TV Bristol, Va.; Fred Fletcher (in Harvard Business School beanie), WRAL-TV Raleigh, N.C.; George R. Torge, WBEN-TV Buffalo; H. Peter Lasker, WLW Cincinnati.

"Let him hang himself," suggested one broadcaster.

"I'd call him in and tell him, 'You told me a stinking lie'," added another.

"The manager should have developed a case and confronted the owner," according to a third student.

And a fourth observed, "Is there any one man bigger than a radio station?"

That's the way the classroom exchanges ran for two weeks as top faculty members from the famed graduate school led the discussions, prompting and offering their own views.

Guest speakers touched on broad economic and political science topics. The list included Dr. Andrew Gyorgy, Boston U. professor of government, Dr. Kenneth Galbraith, Harvard professor of economics, and Messrs. Fellows and Stanton.

"This course should be permanent," said David C. Moore, president of Transcontinent Television Corp. "I hope we can take part next year."

Other reactions:

Douglas L. Manship, president of WBRZ-TV Baton Rouge, La.—"I haven't worked so hard or so consistently in my life."

Hulbert Taft Jr., president of the Taft station group—"This seminar really makes you think."

Willard Schroeder, president-general manager, WOOD-AM-TV Grand Rapids, Mich.—"Very valuable to me and to the company [Time Inc.]. I'll work harder and, I hope, do a better job in the competitive years ahead."

Louis Wolfson, executive vice president, WLOS-TV Asheville, N.C.—"Great, tremendous. I can understand better what we have and what we're doing and will be able to create a better local and industry image."

Frank Fogarty, vice president-general manager, WOW-AM-TV Omaha (Meredith)—"The first time I ever had a chance to consider the fundamentals of management. It's an atmosphere of inquiry rather than an atmosphere of answers."

The students went through a carefully prepared study pattern—in pairs as roommates; in "can groups" made up of students in a cluster of rooms around one bathroom; in small groups of assigned members, and then in full classroom sessions. These were supplemented by dining hall and coffee-break exchanges.

"We lived, breathed and talked management and broadcasting for 14 days," said Carl E. Lee, executive vice president-general manager, Fetzer Broadcasting Co. "And dreamed about them, too," added Ben Sanders, president-general manager of KICD Spencer, Iowa.

A bonus benefit was the new appreciation broadcasters had of each other as they watched thinking patterns and response to discussion points.

The roll call:

Charles A. Batson, WIS-TV Columbia, S.C.; John S. Booth, WCHA Chambersburg, Pa.; L.H.

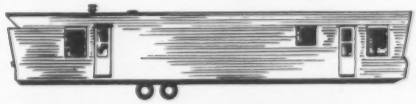
COLLINS CUSTOM BUILT, FULLY EQUIPPED RADIO STATION TRAILER

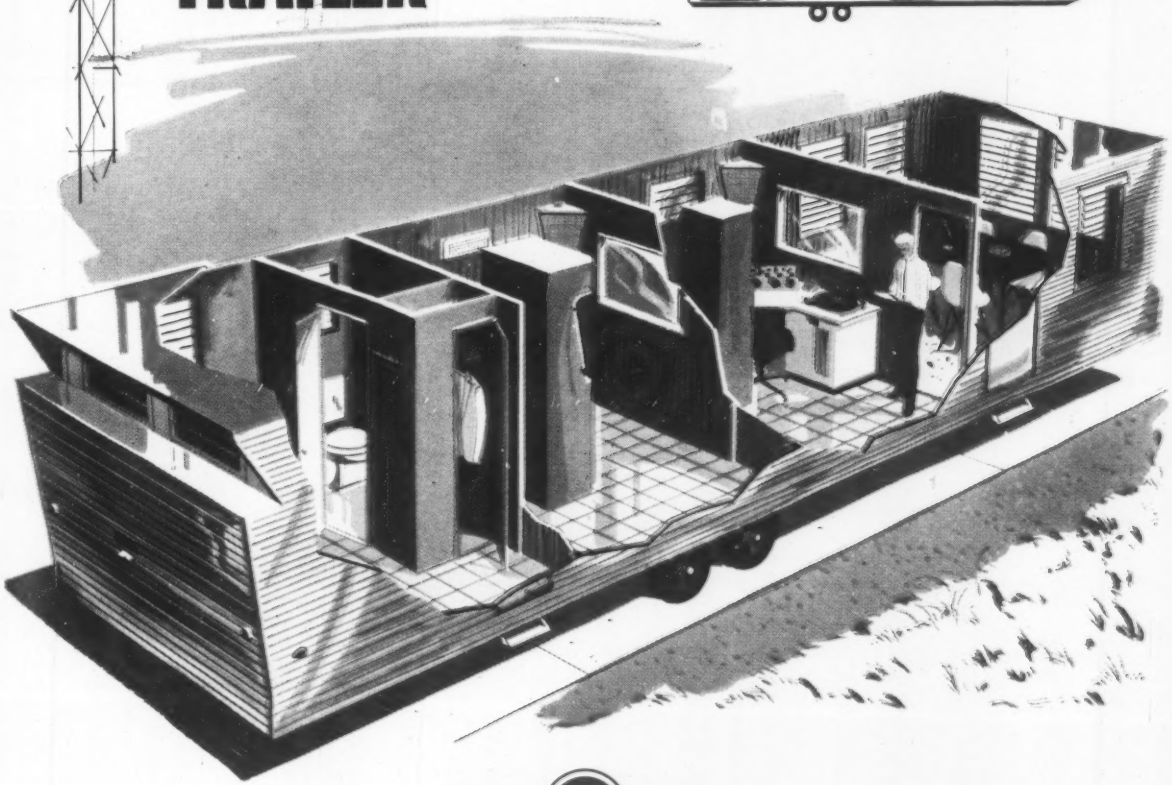
Collins Radio Station Trailer puts you on the air with a fully equipped radio station in minimum time, saves you delay, earns revenue sooner. Start broadcasting and billing instead of waiting for construction. Save on initial installation, and have a mobile studio if you move your facilities to permanent buildings.

This compact 8 x 40 foot radio station is factory wired and tested — reduces your installation time and cost. It sets up immediately on your site, has a studio, control room, transmitter room, office, rest room facilities, and is equipped with microphones, control desk and studio console, monitors, two 16 inch turntables, 250, 500 watt or 1 kw transmitter, heating and air conditioning.

Eliminate delays, get on the air faster and more economically with a Collins Radio Station Trailer.

Contact Collins for further information.





COLLINS

COLLINS RADIO COMPANY • CEDAR RAPIDS, IOWA • DALLAS, TEXAS • BURBANK, CALIFORNIA

Christian, WRFC Athens, Ga.; Joseph K. Close, WKNE Keene, N.H.; Charles H. Crutchfield, Jefferson Standard Broadcasting Co.; Raoul J. DeLier, KWTV (TV) Oklahoma City; E. B. Dodson, WTVT (TV) Tampa, Fla.; Robert W. Ferguson, WTRF-TV Wheeling, W.Va.; Keith S. Field, WARA Attleboro, Mass.; Fred Fletcher, WRAL-TV Raleigh, N.C.; Joe Floyd, KELO Sioux Falls, S.D.; Frank P. Fogarty, WOW-TV Omaha; T.B. Friedman, KNEZ Lompoc, Calif.

Creighton E. Gatchell, WGAN Portland, Me.; W.E. Goetze, KFSD San Diego, Calif.; J.M. Gordon, KPAC Port Arthur, Tex.; Thomas Y. Gorman, CBS Radio; J.P. Hart, WBIR Knoxville, Tenn.; Myron Jones, WJET Erie, Pa.; R.E. Kelly, KCRA Sacramento, Calif.; H. Peter Lasker, WLW Cincinnati; John J. Laux, WSTV Steubenville, Ohio; Carl E. Lee, WKZO-TV Kalamazoo, Mich.; Merrill Lindsay, WSOY Decatur, Ill.; W.L. Lipman, WLIP Kenosha, Wis.; R.J. McIntosh, WWJ Detroit; Douglas L. Manship, WBRZ-TV Baton Rouge, La.; Chester S. Miller, WVPO Stroudsburg, Pa.; David C. Moore, Transcontinent Television Corp.; Stanley G. Mouse, WHIO-TV Dayton, Ohio; W.J. Moyer, KARD-TV Wichita, Kan.; Thomas S. Murphy, WTEN (TV) Albany, N.Y.; James A. Noe Jr., WNOE New Orleans; Burns Nugent, KWMT Cedar Rapids, Ia.; Thomas R. Nunan Jr., WGAL Lancaster, Pa.

Ralph O'Connor, WISC Madison, Wis.; Carter M. Parham, WDEF Chattanooga; Donald L. Perris, WEWS Cleveland; Gene Posner, WMIL Milwaukee; A. Louis Read, WDSU New Orleans; James D. Russell, KKTV (TV) Colorado Springs; H.L. Samuels, KODY North Platte, Neb.; Ben B. Sanders, KICD Spencer, Ia.; Willard Schroeder, WOOD Grand Rapids, Mich.; Myron F. Shapiro, WFAA-TV Dallas; Joseph S. Sinclair, WJAR Providence, R.I.; Robert H. Smith, WCYB-TV Bristol, Va.; William B. Smullin, KIEM Eureka, Calif.; Harvey Struthers, vice president-station services director, CBS Television; Donald D. Sullivan, KVTV (TV) Sioux City, Ia.

Hulbert Taft Jr., WKRC Cincinnati; R.H. Temple, KREM Spokane, Wash.; G.R. Torge, WBEN-TV Buffalo; G. Pearson Ward, KTTS-TV Springfield, Mo.; Wilson C. Wearn, WFBC Greenville, S.C.; Louis Wolfson II, WLOS-TV Asheville, N.C.; C.C. Woodard Jr., Westinghouse Broadcasting Co.

Changing hands

ANNOUNCED • *The following sale of station interests was announced last week, subject to FCC approval:*

• WSFA-TV Montgomery, Ala.: Sold by WKY Tv System Inc. (subsidiary of Oklahoma Publishing Co.) to Broadcasting Co. of the South (WIS-AM-TV Columbia, S.C., WIST Charlotte, N.C.) for $2,250,000. Station was acquired by Gaylord interests in February, 1955, for $568,598, including WSFA-AM, subsequently sold. Transaction completed last week in Washington by Edward L. Gaylord for Oklahoma Publishing Co. and G. Richard Shafto executive vice president of WIS and chairman of Tv Code Board. Carter Hardwick, general manager, will continue under new ownership. The transaction was handled by Philip Kelser & Assoc. WSFA-TV is on ch. 12, operates with maximum power of 316 kw, and is affiliated with NBC-TV, primary, ABC-TV, secondary.

APPROVED • *The following transfers of station interests were approved by the FCC last week (for other Commission activities see* FOR THE RECORD, *page 88).*

• WOV New York, N.Y.: Sold to Bartell Broadcasters of New York (wholly owned by Bartell Broadcasters Inc., licensee of WOKY Milwaukee, Wis., WYDE Birmingham, Ala., owner of KCBQ San Diego and KYA-AM-FM San Francisco, both California, and WAKE Atlanta, Ga.) by Morris S. Novik, Georgia L. Weil and Edna M. Hartley for $1.434 million. Comr. Robert Bartley dissented. WOV is on 1280 kc with 5 kw, directional.

• WDRC Hartford, Conn.: Sold to Buckley-Jaeger Broadcasting Corp. of Conn. (WHIM Providence, R.I.) by The Connecticut Broadcasting Co. for $815,000. WDRC is on 1360 kc with 5 kw, directional, and is a CBS affiliate.

• WISK St. Paul, Minn.: Sold to WISK Broadcasting Corp. (owned by The Crowell-Collier Publishing Co., parent company of KFWB Los Angeles and KEWB Oakland, both California) by B.V.M. Broadcasting Co. for $625,000. This grant is subject to the condition that assignment not be consummated until Robert M. Purcell, assignee president, disposes of his interest in KEVE Minneapolis. WISK is on 1590 kc with 5 kw, day and is affiliated with MBS.

• KWBR Oakland, Calif.: Sold to KWBR Inc. (WOPA-AM-FM Oak Park, Ill., and WDIA Memphis, Tenn.) by E.N. Warner and the First Western Bank and Trust Co., trustee, for $550,000. KWBR is on 1310 kc with 1 kw.

• KRUX Glendale, Ariz.: Sold to Leland Bisbee Broadcasting Co. (Leland S. Bisbee Jr., president) by Don and Otilie Owsley for $347,000, KRUX is on 1360 kc with 5 kw, day.

• WNXT Portsmouth, Ohio: Sold to WNXT Inc. (Abraham R. Ellman, vice president, has interest in KIST Santa Barbara, KGMS Sacramento, both California, and KRAM Las Vegas, Nev.) by Portsmouth Broadcasting Co. for $234,500. WNXT is on 1260 kc. with 5 kw, day, 1 kw, night, and is affiliated with ABC.

• KITO San Bernardino, Calif.: Sold to Kenyon Brown by Myer Feldman, Raymond Ruff and Arnold Lerner for $120,000. Mr. Brown has interests in KCOP-TV Los Angeles, KFOX-AM-FM Long Beach, KSON San Diego, all California, and KGLC Miami, Okla. and KIMO Independence, Mo. Comr. Robert Bartley dissented in this decision. KITO is on 1290 kc with 5 kw, directional, and is affiliated with MBS.

• Rep appointments

• KHFI Austin, Tex., names Good Music Broadcasters Inc., N.Y.

• WNTA-TV Newark, N.J., appoints Adam Young Inc., N.Y., effective July 15. NTA Spot Sales continues to represent in New York area.

Texas **$200,000**

Fulltime station in major market. On low frequency with top power in market. A good buy at this price. 29% down—balance can be negotiated.

Far West **$200,000**

Old-line fulltime major network affiliate in one of fastest growing and desirable markets. Making a profit, but can do much more. Has excellent reputation, and public acceptance. 29% and 5 year payout.

Florida **$41,000**

Small market daytimer, showing profit, ideal for owner-operator. $12,000 cash will handle, with easy payout terms.

Pennsylvania **$100,000**

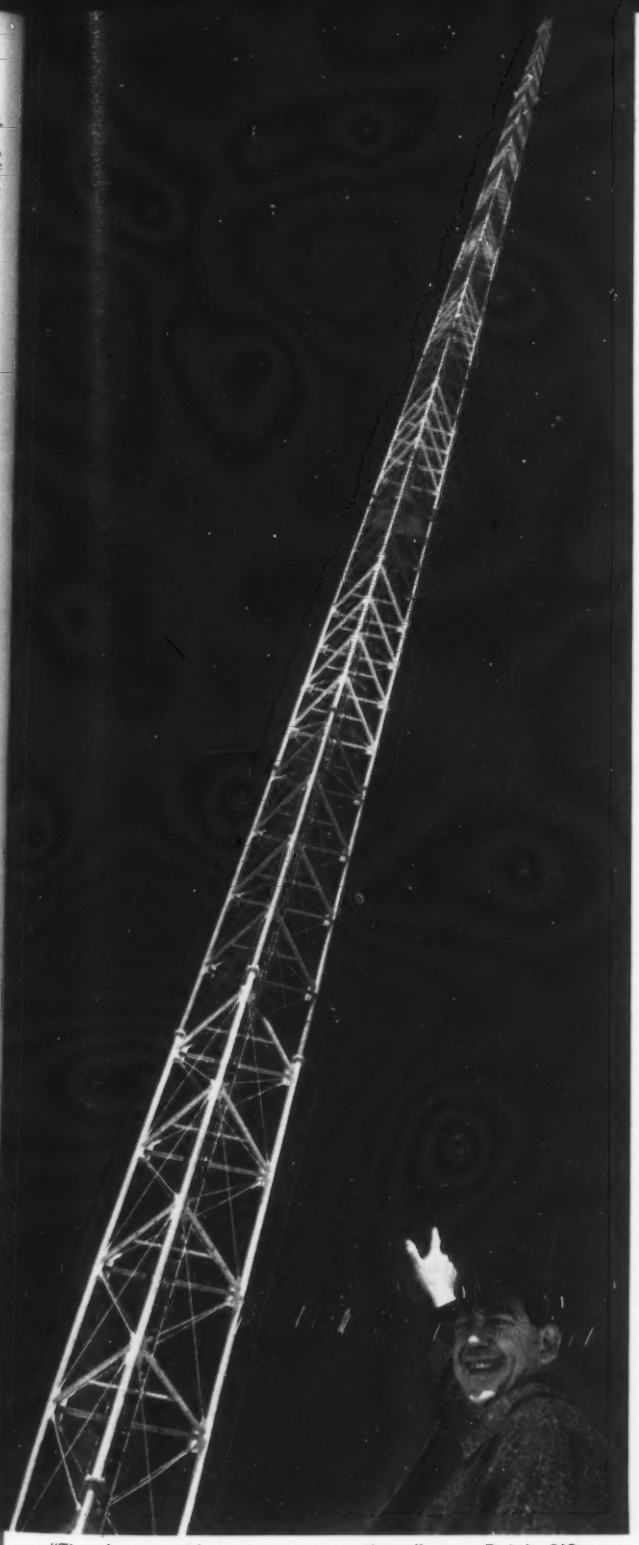
Independent, in single-station industrial market of good size. Excellent opportunity for owner-operator. 29% down and balance over 7 years.

NEGOTIATIONS • FINANCING • APPRAISALS

Blackburn & Company

RADIO - TV - NEWSPAPER BROKERS

WASHINGTON, D. C.	MIDWEST	SOUTHERN	WEST COAST
James W. Blackburn	H. W. Cassill	Clifford B. Marshall	Colin M. Selph
Jack V. Harvey	William B. Ryan	Stanley Whitaker	California Bank Bldg.
Joseph M. Sitrick	333 N. Michigan Avenue	Healey Building	9441 Wilshire Blvd.
Washington Building	Chicago, Illinois	Atlanta, Georgia	Beverly Hills, Calif.
STerling 3-4341	Financial 6-6460	JAckson 5-1576	CRestview 4-2770



"There's something else new up there," says Ralph O'Connor. "We're pioneering the use of Don Hoskins' strobe daytime lighting for overcast weather conditions, in cooperation with the Wisconsin State Aeronautics Commission and the Dresser-Ideco tower engineering department."

"This Dresser-Ideco tower sprouted 395′ in two years ...without growing pains."

"Now our Dresser-Ideco tall tower stretches up to 1107 feet," points out Ralph O'Connor, General Manager of WISC-TV, Madison, Wisconsin. "This final height was reached in 3 successive stages over a 2½-year period. Today we have one of the finest tower structures you'll find.

"The original 712′ tower was carefully designed and built by Dresser-Ideco to anticipate the need for future height increases. The tower went into service on June 25, 1956, just 60 days after construction started. In May, 1958, the first extension raised overall tower height to 921′, stepped up the size of WISC-TV's coverage. The final 174′ extension completed in December, 1958, again expanded coverage and improved and intensified our signal within the established coverage pattern. Each of the two extensions was completed on schedule, handled according to the original plans of Dresser-Ideco tower experts.

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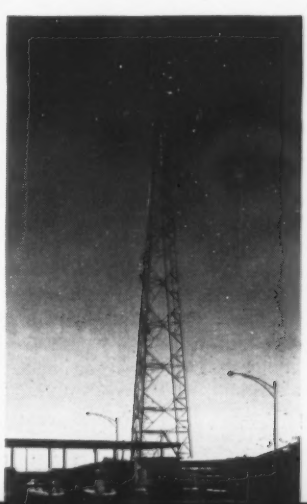

Dresser-Ideco microwave tower at Rockford, Illinois, one of 22 along the Illinois Toll Road... representative of special developments for civilian and government tower needs. Here is evidence of Dresser-Ideco's continuing commitment to serve the broadcasting and communications industries now, and in the years ahead.

HEAT'S ON FOR SEC. 315 RELIEF

Senate Commerce Committee reports bill to exempt all news and panel shows from equal time law; House committee set to act too

The Senate Commerce Committee, true to the word of the chairman of its Communications Subcommittee, last Wednesday (July 16) reported out a committee bill exempting news programs and panel discussions from Sec. 315 of the Communications Act.

Adding fuel to broadcasters' hopes that Congress will amend the equal time laws before the 1960 Presidential election, the House Commerce Committee has scheduled an executive session on the subject for today (Monday). A Communications Subcommittee already has agreed upon a bill (HR 7985), the one approved last week by the senators (BROADCASTING, July 13).

The Senate bill is a committee compromise of four measures on which five days of hearings were completed four weeks ago. It reverses the FCC's February Lar Daly decision that candidates are entitled to equal time when their opponents appear on a regularly-scheduled newscast by adding the following paragraph to Sec. 315:

"Appearance by a legally qualified candidate on a newscast, news interview, news documentary, on-the-spot coverage of news event or panel discussion, shall not be deemed to be use of a broadcasting station within the meaning of this subsection."

The committee-approved legislation will be introduced on the floor sometime this week along with a covering committee report. It received unanimous approval of the Commerce Committee, headed by Sen. Warren Magnuson (D-Wash.). During the hearings last month, Sen. John Pastore (D-R.I.), chairman of the subcommittee, had promised broadcasters that the parent body would act speedily on a Sec. 315 amendment but that it probably would not be as broad an exemption as the industry wanted.

Broadcasters testifying during the hearings had asked generally for much broader exemptions—ranging from outright repeal to exclusion from libel and a congressional definition of a qualified candidate. Most agreed, however, that it was imperative for Congress to reverse the Lar Daly decision prior to the 1960 campaigns.

Magnuson's Amendment • At last Wednesday's meeting, Sen. Magnuson successfully amended the committee bill by adding two paragraphs stating the intention of Congress to re-examine, for a period of three years, the equal time exemptions contained in the bill. The study would be made "to ascertain whether the remedy provided by such amendment has proved to be effective and practicable." The FCC would be charged with reporting annually, for the three years, to Congress "setting forth (1) the information and data used by it in determining questions arising from or connected with such amendment and (2) such recommendations as it deems necessary to protect the public interest and to assure equal treatment of all legally qualified candidates for public office. . . ."

Several senators immediately praised the Commerce Committee's action and urged speedy approval of the measure when it reaches the Senate floor. Sen. Vance Hartke (D-Ind.), a member of the committee, termed the action a step forward for electronic journalism and said he was "very happy" that immediate action was taken. However, he said that he had hoped the committee

AN EDITORIAL

What you can do about Sec. 315

A crucial point has been reached in the broadcasters' campaign for relief from some of the most undesirable features of the political broadcasting law.

An acceptable amendment has cleared the Senate Commerce Committee. Some kind of amendment, hopefully one as strong as that passed by the Senate group, will probably be reported out of the House Commerce Committee this week. From now on the fight will be on the floors of both houses.

If the fight is not won in the next few weeks, it is as good as lost.

Congress is expected to adjourn in September. If it does not act on Sec. 315 before this session ends, all the momentum of the campaign for relief will be lost during the long recess.

It will not be easy to force these measures to a vote in the little time that remains, but it can be done. Broadcasters in all parts of the country must at once begin a thorough educational campaign among their own senators and congressmen. This is not a campaign that can be successfully conducted by the broadcasting representatives who are resident in Washington. The members of Senate and House will be moved to action only if they hear directly from the broadcasters in their constituencies.

What broadcasters must explain to their senators and congressmen is that the public interest demands revisions in the law. If the public is to receive adequate and intelligent news of political campaigns, the minimum repair that must be made in the existing law is the exemption from equal time requirements of newcasts, news interviews, news documentaries, coverage of news events and panel discussions—the exemptions that would be made by the bill the Senate Commerce Committee approved last week.

In the long run, broadcasters must seek repeal of the whole of Sec. 315, but repeal is unattainable from this Congress. The best that can be won now is the Senate Commerce Committee's bill. It is worth the winning.

BEFORE they begin to educate their congressional delegations to the need for repair of Sec. 315, broadcasters may wish to do a little homework on the subject. In the past two months BROADCASTING has carried many thousands of words of reporting and editorial comment about the discussions over the political broadcasting law. For the convenience of readers, selected references are presented below. (Copies will be forwarded speedily to anyone who asks for them.)

"Repeal Sec. 315 or Repent Later," an editorial, p 58 et seq, May 25; "Odds Improve on Sec. 315 Cure," a story, p 50 et seq, June 22; "Sec. 315 Gets Lumps in Hearing," a story, p 46 et seq, June 29; "A Workable Cure for Sec. 315," an editorial, pp 48-49, June 29; "Sec. 315 Libel Dangers Ended," a story, pp 54-56, July 6; "Sec. 315 Prospect: Partial Relief," a story, p 56 et seq, July 6; "Victory Now, Trouble Later," an editorial, p 108, July 6; "Trimming Wings of Sec. 315," a story, pp 81-82, July 13.

Political broadcasting law in action

Sen. Hubert Humphrey (D-Minn.) last week became the first 1960 presidential candidate to be victimized by the political broadcasting law. His invitation to appear on CBS-TV's *Face the Nation* was withdrawn because of the network's fears that minor candidates would demand (and under the present law get) equal time.

The network didn't say so, but its fears were intensified by the announcement last week of a veteran splinter candidate that he would again seek the U.S. Presidency. Henry Krajewski, a tavern keeper of Secaucus, N.J., said he would run in 1960.

Mr. Krajewski, as the candidate of the Poor Man's Party, ran for President in 1952, polling 4,203 votes in all, and in 1956, when he ran up a total vote of 1,829.

The candidacies of two other obscure but tireless runners were announced some time ago. Homer A. Tomlinson, who calls himself "King of the World," intends to run again in 1960. He distributed campaign literature during the Senate Communications Subcommittee hearings on Sec. 315 last month. Mr. Tomlinson is on record with the unqualified prediction that he will sweep the election.

Lar Daly, who has run for the presidency ever since he first heard of the office, asserted his candidacy in 1960 during testimony before the Senate Communications Subcommittee.

First Man Out • CBS-TV's invitation to Mr. Humphrey to be featured on the July 19 *Face the Nation* was withdrawn on advice of counsel. Sig Mickelson, CBS vice president and general manager of CBS News, said the lawyers had concluded that Sen. Humphrey was a candidate within the meaning of Sec. 315 of the Communications Act. Mr. Humphrey's candidacy was announced last week by Sen Eugene McCarthy (D-Minn.) and Gov. Orville Freeman, of Minnesota.

"This decision," said Mr. Mickelson, "is impelled by the danger that we would be required, if Sen. Humphrey appeared, to devote *Face the Nation* to insignificant or obscure or now unknown aspirants for the Democratic presidential nomination. Such a requirement would destroy *Face the Nation* as an important information program."

Wide Effects • Sec. 315 makes troubles in races for lesser offices than the presidency. Out in Hawaii, KGMB-TV Honolulu is faced with a request for six hours of free time by John Anthony Burns, territorial delegate to the Congress, who is the Democratic candidate for governor of the new state.

KGMB-TV has been carrying as a public service a series of half-hour, weekly news conferences with Territorial Gov. William F. Quinn. Gov. Quinn is a Republican. On Feb. 5, a reporter asked Gov. Quinn whether he was going to be a candidate for governor of the state of Hawaii. Gov. Quinn said yes. On May 27, following Hawaii's approval of statehood, Gov. Quinn formally announced his candidacy. Meanwhile he'd met 12 times with newsmen on the tv series. So candidate Burns asked the station for equal time—running back to Feb. 5.

SEN. HUMPHREY
He's stuck by splinters

KGMB Vice President Frank Warren rejected Mr. Burns' request. He said pre-May 27 telecasts were not political broadcasts. He contended they were public service features.

Democratic National Headquarters in Washington said last week it was looking into the situation.

Programs like *Face the Nation* and Gov. Quinn's news interviews would be exempt from the equal time provisions of Sec. 315 if the amendment reported by the Senate Commerce Committee last week were adopted.

would give more consideration to his bill, S 1858 "The Fair Political Broadcasting Act of 1959," which gives broadcasters much broader freedom from Sec. 315.

The Indiana Senator emphasized that at present he is more interested in immediate action and expressed confidence the bill would be passed by the Senate. "What the present bill does is extend political campaign coverage possibilities for the television industry and the public," he pointed out.

Senator's consideration • Sen. Hartke said that he would continue in the future to press the committee for further amendments to Sec. 315. Notwithstanding the recent Supreme Court decision (BROADCASTING, July 13), political libel still is a threat to broadcasters, he said, and Congress still needs to go further in equal time.

Sen. Gordon Allott (R-Colo.), author of S 1604 which is very similar to the committee bill, praised the approved measure as "a realistic answer satisfying the needs of the broadcasters and the rights of candidates. . . ." and promised his full support on the Senate floor.

Sen. John Marshall Butler (R-Md.), also a Commerce Committee member, said that Congress should meet its responsibility to the voter by approving the bill. "Without this amendment, equal time to all candidates could mean no time at all and leave the voter without the necessary knowledge to cast the right ballot," he said.

The favored House bill sponsored by Chairman Oren Harris of the Commerce Committee, would exempt "appearance by a legally qualified candidate on any newscast (including news interview) or any on-the-spot coverage of newsworthy events." Deleted from the Harris bill by the House Communications Subcommittee were the terms "news documentary" and "panel discussion."

Also killed from HR 7985 and left out of the Senate Committee's bill was language exempting similar news programs whose contents are under the complete control of the stations and/or networks. This language was killed at the suggestion of the FCC which said it could possibly lead to protracted litigation.

Lar Daly, whose appeal for time on Chicago stations during the mayor's race last winter triggered the current re-evaluation of Sec. 315, "laughed" at the Senate Commerce Committee action. He declared that such an amendment to the act would have to be considered as unconstitutional because it would deny "equal justice under law."

PENDULUM SWINGS TO VHF

FCC adds vhf in one market, proposes vhf in four more; action soon on 17 drop-ins

The FCC last week moved further down the road to vhf.

It issued one final order, adding a second vhf to Columbus, Ga.

It issued three notices of proposed rule-making which would add vhf channels to—

Fresno and Bakersfield, California; Sacramento, San Francisco or Reno; Montgomery or Birmingham, Ala.

The actions—which do not require any lowering of present mileage separations—were the second in that many months.

Last June, the Commission added an additional vhf to Baton Rouge, La. (BROADCASTING, June 8).

Still under consideration are possible vhf drop-ins for 17 top markets which now have less than three vhf facilities. It is these cities where the Commission intends to implement its interim plan. This envisages some relaxation of the minimum mileage separations between co-channel and adjacent channel stations.

These cities are:

Jacksonville, Fla.; Louisville, Ky.; Shreveport, La.; Flint-Bay City-Saginaw, Grand Rapids-Kalamazoo, Jackson-Lansing-Battle Creek-Parma-Onondaga, Michigan; Binghamton, Rochester, Syracuse, New York; Charlotte, Raleigh-Durham, North Carolina; Dayton, Toledo, Ohio; Johnstown-Altoona, Pa; Providence, R. I.; Wheeling (W. Va.)-Steubenville (Ohio), and Knoxville, Tenn.

Action on these situations is expected this week or, at the latest, next week.

The Commission holds no meetings during August, when the commissioners and staff are on vacation.

In its actions last week the Commission did this:

• Made Columbus, Ga., a two-vhf market. It added ch. 9 to Columbus, from Dothan, Ala.; changed Columbus' ch. 4 to ch. 3, and moved ch. 4 to Dothan.

Presently operating Columbus stations were modified to make WRBL-TV change from ch. 4 to ch. 3; WTVM(TV) from ch. 28 to ch. 9; and in Dothan, WTVY(TV) from ch. 9 to ch. 4.

In making these moves, the Commission denied various other proposals. Comr, Robert T. Bartley dissented; Comr. T.A.M. Craven did not participate and Comr. Robert E. Lee was absent.

• Proposed to make Fresno and Bakersfield each a vhf market. Under the FCC's proposals, Fresno would receive three multiple-vhf commercial outlets plus one educational vhf, with chs. 5 and 9 from Goldfield and Tonopah, Nev., respectively, and ch. 2 dropped in.

Present Fresno stations would change as follows:

KJEO(TV) from ch. 47 to ch. 2; KMJ-TV from ch. 24 to ch. 5 and KFRE-TV from ch. 12 to ch. 9.

• Proposed to make Bakersfield a three vhf market, subject to Mexican concurrence. This would add chs. 8 and 12 to Bakersfield, in addition to ch. 10 and three uhf assignments already there.

In both the Fresno and Bakersfield proposals, Comr. Bartley dissented; Comr. Craven did not participate, and Comr. Lee was absent.

In the other two proposals, additional vhf channels are proposed to be added to either Sacramento, San Francisco or Reno, and to either Montgomery, Birmingham or Tuscaloosa or Columbus, Miss.

The west coast Sacramento-San Francisco proposals involve vhf channels from Chico and San Jose. In this case, Comr. Bartley abstained from voting.

The southern changes proposed moving ch. 8 out of Selma Ala. In this instance Comr. Bartley concurred.

For details see chart at the bottom of this page.

Lee paddles upstream with plan for all-uhf

Comr. Robert E. Lee, No. 1 champion for an all-uhf tv system, went before Congress last week with a 42-page statement backing his contention that uhf is the only salvation for a truly-competitive, nationwide tv system.

Comr. Lee filed a statement with the Senate and House Commerce Committees as an answer to a majority FCC document looking toward a 50-channel vhf system, to be accomplished through a swap of space with the military (BROADCASTING, April 27).

He submitted, as part of his statement, graphs, charts and memorandums designed to show that a 70 channel uhf system is "far superior" to the proposed—and unattainable—50 channel

FCC's allocation actions in brief:

Commission actions:

- Columbus, Ga.—from chs. 4, 28 and *34 to chs. *3*, *9*, **28*, *34*.
- Dothan, Ala.—from chs. 9 and 19 to chs. *4* and 19.

Commission proposed further rulemaking:

- Fresno, Calif.—from chs. 12, *18, 24, 47, 53, to chs. *2*, *5*, **7*, *9*, 53.
- Bakersfield, Calif.—from chs. 10, 17, 29, 39 to chs. *8*, 10, *12*, 17, 29, 39 (additions with Mexican concurrence).
- Goldfield, Nev.—delete ch. 5.
- Tonopah, Nev.—delete ch. 9.

Commission invited comments for Sacramento-San Francisco-Reno:

- Sacramento—from chs. 3, *6, 10, 40, 46 to chs. 3, *6, 10, *12* (from Chico for substitution of ch. 11), 40.
- San Francisco—from chs. 2, 4, 5, 7, *9, 20, 26, 32, 38, 44 to chs. 2, 4, 5, 7, *9, *11* (from San Jose through substitution of ch. 12), 20, 26, 32, 38, 44.
- Reno, Nev.—from chs. 4, 8, *21, 27 to chs. *2*, 4, 8, **11*, *21*, 27.

Commission also invited comments to following:

- Montgomery, Ala.—from chs. 12, 20, *26, 32, to chs. *8* (from Selma, which would retain ch. 58), 12, 20, *26, 32.
- Birmingham, Ala.—from chs. 6, *10, 13, 42, 48, to chs. *4* (from Columbus, Miss.) 6 or *8* (from Selma) *10, 13, 42, 48.
- Tuscaloosa, Ala.—from chs. 45, 51 to chs. *9*, 45, 51 or ch. 4 to Tuscaloosa-Birmingham (no channels as yet assigned to this hyphenated area).
- Columbus, Miss.—from chs. 4, 28 to chs. *9*, 28 or *2*, 28.
- Tupelo, Miss.—from chs. 9, 38 to ch. 38.
- State College, Miss.—from ch. *2 to ch. *8 (from Selma, Ala.)

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vhf plan. "The majority's long-range plan is 'long' in trouble and expense and short in its ultimate results," Comr. Lee stated.

"Fallacies" in the FCC course pointed out by Comr. Lee: (1) It is unrealistic to hope 50 vhf channels can be obtained; "We are more likely to find ourselves with a 12 channel or at best a 25 channel system"; (2) FCC has ruled that deintermixture is "ineffectual" without giving it a fair trial; (3) FCC plan would deprive vast rural areas of tv service and disregard the needs of smaller communities.

Hit or Miss Plan • The Commission's announced plan, he charged, would plunge tv "into a hit or miss allocation plan which has neither engineering standards nor guide lines." In support of his uhf proposal, Comr. Lee pointed out that two or more uhf stations operating on separate channels are capable of delivering better and more uniform coverage than a single vhf stations operating with a power equal to the combined powers of the uhf stations.

Flexibility possible with 70 uhf channels could furnish enough space, through multicasting and circular polarization, to take care of broadcasting's every need for generations to come, he told the Congress. "I submit that no other of the alternatives even approaches the all uhf plan in this respect."

The one-man FCC minority also took a swipe at the findings of the Tv Allocations Study Organization which, he charged, "didn't give us what we asked . . . I don't need TASO to see that uhf, for ecenomic reasons, are employing modest facilities in small markets, and are plagued with poorly designed receivers and poorly installed receiving antennas," Comr. Lee said in replying to TASO findings that vhf signals are superior.

CATV PROBE ENDS WITH FIREWORKS

Doerfer, senators tangle at end of hearings as Pastore promises legislation on cables and boosters, but House is silent on subject

A Senate committee completed three weeks of hearings on community television systems and vhf boosters last week with a heated exchange between two senators and FCC Chairman John C. Doerfer.

Mr. Doerfer, in the witness chair to give the Commission's views on proposed legislation—and to answer charges that the FCC was lax and anti-local tv—tangled with communications subcommittee chairman Sen. John O. Pastore (D.-R.I.) and committee member Sen. Gale McGee (D.-Wyo.).

The FCC chairman got into rough weather when he made two assertions:

• That broadcasting is private enterprise and no faction should be protected in any shape from economic competition.

• That in replying to questions he could not speak for the Commission as a whole, only for himself.

The first comment drew an angry retort from Sen. McGee that the FCC was making "paper decisions on paper evidence." This was brought on when Mr. Doerfer acknowledged that the FCC had solicited comments on catv, but had not held public hearings.

Sen. McGee also charged that the FCC was "shirking" its responsibilities. This was in response to Mr. Doerfer's remark that the FCC felt it had no jurisdiction over catv systems and that he himself didn't want any.

Pastore Bridles • The chairman's statement that he could not speak for the whole Commission caused Sen. Pastore to snort: "Well we'd better get the whole Commission up here then, or someone who can talk."

At another point, Sen. Pastore observed: "Maybe we'd better review the whole [Communications] Act."

The Thursday morning session calmed down when Mr. Doerfer explained that he was authorized only to speak for the whole Commission on a prepared statement basis and couldn't commit FCC in answering questions.

Among the questions he didn't field was whether FCC would authorize all present boosters.

Another was whether the Commission would consider a catv system such a hazard to local tv that it would refuse to certificate it.

As the hearings ended, Sen. Pastore promised there would be legislation.

But, at week's end there were no plans by the House Commerce Committee to take this subject up.

Catv Rebuttal • Last week's hearings saw catv operators rally to rebut charges made by a group of western broadcasters that cable companies were unfair competition (BROADCASTING, July 13, 6).

Catv spokesmen made two points:

• They asked to be placed under FCC jurisdiction for licensing purposes.

• They objected vigorously to what

MR. ADLER MR. SHAPP MR. GRIFFING MR. MALIN MR. SMITH

they termed discriminatory proposals that they must secure permission from originating stations to use tv signals and that they must carry the local tv station on their cables upon request.

The catv witnesses included A.J. Malin, president of the National Community Television Assn. (a catv operator in Laconia, N.H., and a broadcaster in Rochester, N.H. [WWNH]; E. Stratford Smith, Washington attorney and general counsel for NCTA; Henry Griffing, president, Video Independent Theatres (southwest theatre chain of 150 theatres) and operator of 13 catv systems in Oklahoma, Texas and New Mexico; Milton J. Shapp, president of Jerrold Electronics Inc., manufacturer of catv gear, and others.

Their forces were led by former Sen. Ernest W. McFarland.

The committee also heard Ben Adler, Adler Electronics Inc., translator manufacturer.

Appearing in favor of catv was Sen. George D. Aiken (R-Vermont). Sen. Karl E. Mundt (R-S.D.) urged legalization of vhf boosters.

The committee has been considering legislation to legalize vhf boosters and to bring catv under FCC control. Two key bills are S-1886, sponsored by Sens. Frank E. Moss (D-Utah) and James E. Murray (D-Mont.), and S-2303, sponsored by Sen. A. S. Mike Monroney (D-Okla.).

Adverse Revision • A controversial provision in the Moss-Murray bill—it would require the FCC to find that a catv system would not adversely affect a local tv station—was revised last week.

The revised section calls on the FCC to find that a catv system would be in the public interest. But it contains this phrase: "such finding to be made with the regard for the desirability of encouraging and maintaining local tv stations which will provide locally originated programs in the areas served."

The sessions also heard NAB President Harold E. Fellows urge that catv operators be required to get permission from the broadcasters for the signal they use and be required to carry the local tv station when requested.

McFarland Position • Sen. McFarland, who is also chief owner of KTVK (TV) Phoenix, Ariz., said that there are about 550,000 tv receivers (out of 48 million) served by about 750 catv systems in 44 states. He said over $100 million has been invested in catv by owners and the public. Catv serves about 2.5 million people, he stated.

He spoke against the adverse impact provision, urging instead that the Commission should make its finding on a public interest viewpoint and allow broadcasters to present their views.

Sen. McFarland said that the Com-

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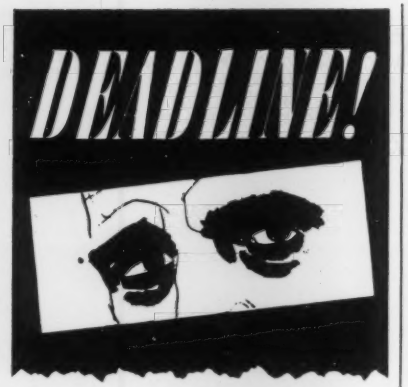

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WJQS MAKES FRIENDS

In a letter to Martin White. Southeastern Sales Manager of Community Club Services, Inc., Mr. Lewis Heilbroner, General Manager of WJQS, Jackson, Mississippi, stated that "CCA was tremendously successful from every standpoint, and I feel sure that the reports eminated from WJQS may have encouraged some of the other Mississippi stations to become CCA franchised stations. If so I am very much pleased. CCA was not only a financial success for us, but endeared us to thousands of club women in the Jackson area, whose clubs participated, in audience as well as prestige. I think that this is borne out by the fact that at our first coffee klatch, the First Lady of Mississippi, Mrs. J. P. Coleman, was in the receiving line.

Mr. Heilbroner

As you know, we grossed in excess of $20,000. We hope to exceed that this coming September."

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mission should assert jurisdiction over boosters, but only under standards which would protect stations, catv and translators from interference.

Mr. Malin endorsed Sen. Monroney's bill as the best means of putting catv under FCC regulation. He stressed that NCTA does not endorse the establishment of a vhf repeater service, but believes that uhf translators are the best means of accomplishing this end. He also stated that NCTA is opposed to the two restraints (permission and carrying the local tv station).

He said he understood that a Springfield, Mass., tv station had "suggested" to a Claremont, N.H., cable system that $20,000 a year would be a fair fee to pay for the use of its signals. The allusion, it is understood, was to WWLP (TV) Springfield, Mass.

Fears Monopoly • Mr. Griffing expressed alarm at the permission provision and said this might mean higher costs to the public and possible monopoly.

Mr. Smith made the major presentation for catv. His association:

• Does not endorse vhf repeater service, doesn't object to putting boosters under FCC licensing authority if technical standards are established to limit interference to other services.

• Calls for definition of catv as master antenna receiving installations.

• Feels a requirement that catv get permission to use broadcast signals is "inconsistent, discriminatory and at odds with federal broadcasting and antitrust policy."

He stressed that it is his belief that broadcasters have no property right nor copyright rights in their signals.

He also urged that the FCC be given the power to judge on a case-by-case basis whether a catv system should carry the local tv station, and also whether a catv system would not be in the public interest if it has an adverse impact on the local tv station.

Mr. Shapp said he opposes the establishment of vhf boosters because they will lead to a "chaotic" interference problem; would "degrade" the tv allocations program; would "destroy" uhf broadcasting and "preclude" the possibility of additional vhf service in secondary markets.

Of the 96 tv stations which have gone off the air since 1952 (89 uhf and 7 vhf), Mr. Shapp said, only three mentioned the impact of catv as a reason for demise.

Booster Study • One of the major catv presentations on the booster question was an engineering report submitted by a study committee. The committee's conclusions were:

• Uhf translators are better than vhf repeaters in providing an auxiliary television service.

• The difference in cost is relatively minor; using the same technical standards, a vhf repeater costs only 18% less than a uhf translator.

• If a vhf repeater service is established, standards to protect against interference must be at least as protective as in the uhf translator service.

• Protection must be given not only to all regular broadcast and other radio services, but also to other off-the-air receiving systems including uhf translators, catv and other vhf repeaters.

The engineering report was submitted by Archer S. Taylor, Missoula, Mont.; A. Earl Cullum Jr., Dallas, Tex., and George M. Frese, Wenatchee, Wash. They represented a 14-man committee.

In a discussion of how a vhf booster service could be established, the committee suggested a number of methods (mileage separations, allocations, etc.), tentatively urged that boosters be permitted to operate if they can prove no interference.

It was emphasized that present booster transmitters are technically inferior to criteria proposed by the FCC and which must be met by uhf systems.

One suggestion was made that present uhf regulations were too stringent and should be relaxed.

Not only are vhf and uhf repeater equipment costs relatively equal, it was stressed, but the typical antenna installation for uhf is cheaper than for a vhf booster. A vhf booster "typical" receiving installation cost (minus the cost of the tv receiver) was found to be $374 (ranging from a low of $205 to a high of $1,600) compared to a uhf middle cost of $367 (with a range of $245 to $575).

Whereas uhf picture quality is fairly decent to very good, the report indicated that most vhf repeaters in Montana observed in November 1957 had marginal picture quality at best.

Translators Can Do Job • Ben Adler, president of Adler Electronics Inc., New Rochelle, N.Y., manufacturer of uhf translators, rebutted testimony that uhf cannot work well in the Rocky Mountain areas. He said that FCC records show 53 uhf translators, serving 282,000 people in Colorado, Wyoming, Utah and New Mexico. Colorado alone, he said, has 12 uhf translators serving 14 communities and 93,500 people.

At the present time, Mr. Adler stated, there are more than 200 uhf translators in operation in the United States. They are serving, he said, more than 1 million people who do not receive direct tv.

If vhf repeater transmitters had to meet the same standards required for uhf translator transmitters, the vhf equipment for 1 w would cost $2,420, Mr. Adler stated.

A good uhf converter for the tv re-

ceiver costs $39.95, Mr. Adler said. Also, he stressed, a common, 10 to 15-ft. high antenna is required to receive a uhf translator compared to $100-$200 for a suitable receiving antenna to capture vhf booster signals.

FCC Lineup • Accompanying Mr. Doerfer were Comr. T.A.M. Craven and John L. FitzGerald, FCC general counsel; Edward W. Allen, FCC chief engineer; attorneys Louis Stevens and Arthur Gladstone and engineer Mac Parker. The gist of Mr. Doerfer's testimony:

• Legislation is required to remove statutory obstacles to taking jurisdiction over boosters. These are the operator requirement and the ban on issuing licenses to applicants who have constructed in advance of the permit.

• Opposed requirement that the FCC must find that a catv system would not adversely affect a local tv station.

• Asked that Commission be given discretion on operator usage on an overall basis, rather than to limit exemption to boosters.

• Stressed that the term "public interest," when used in connection with common carrier microwave relay systems, was misunderstood by broadcasters objecting to microwave relays bringing distant tv signals to catv systems.

In the course of Mr. Doerfer's testimony, he emphasized that the question of tv station success contained many variables, other than the presence or absence of a catv system.

Mr. Craven discussed his suggestion that boosters be considered receiving devices and the fact that other commissioners did not agree with him.

On the question of boosters, Mr. Doerfer said he thought rules and regulations could be issued in 60-90 days after final Congressional authority.

Mr. Doerfer repeated the FCC's position that catv operations should be required to accede to the rebroadcast rules applied to all broadcast stations.

Both Mr. Doerfer and Mr. Craven said that if the FCC must take care of boosters and catv systems, it will need more money and more personnel.

Appearing in opposition to the FCC's request on a revision of the operator rule was Albert O. Hardy, director, radio-tv-recording division of the IBEW (AFL-CIO).

Orlando ch. 9 case

The Orlando ch. 9 case moved a step closer to being reopened last week.

The FCC directed preparation of a document which would arrange, at a date to be determined later, an evidentiary hearing on ch. 9, pursuant to a U.S. Court of Appeals in Washington remand. Late last May (BROADCASTING, May 25), the court told the FCC to look into allegations that off-record conversations were held with FCC Commissioners during the 1957 hearings on the Orlando channel. In June, 1957, the FCC granted ch. 9 to WLOF Orlando and dismissed the competing application of WKIS that city.

In May of last year, the appeals court upheld the grant to WLOF. Upon the request of WKIS, however, the Supreme Court remanded the case to the appeals court to look into allegations of *ex parte* representation while the case was in adjudication before the FCC. These charges were brought to light last year in hearings before the House Legislative Oversight Committee.

THE BOSTON CASE
Eliminate WHDH, Bay, FCC counsel advises

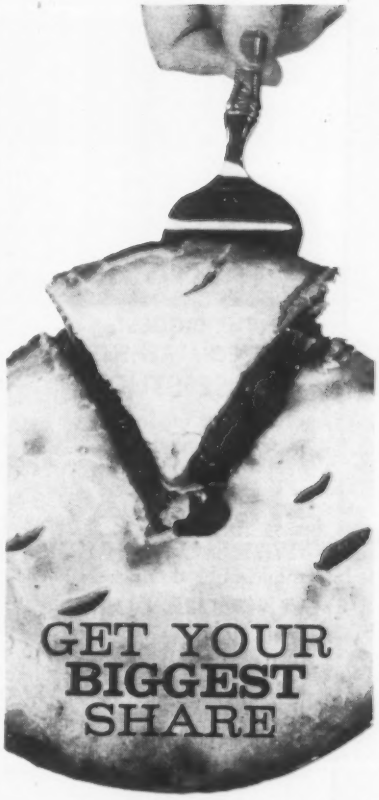
The FCC general counsel's office asked Tuesday (July 14) that the FCC set aside its April 1957 grant of ch. 5 in Boston to WHDH there and that WHDH and Massachusetts Bay Telecasters Inc. be disqualified from competing with two other applicants for ch. 5.

The brief and proposed findings of fact and conclusions of law said the court-remanded rehearing of the ch. 5 case last winter (BROADCASTING, Feb. 23, *et seq.*) shows that off-the-record contacts were made by both WHDH and MBT with former FCC Chairman George C. McConnaughey prior to the 1957 grant.

The two documents, signed by Edgar W. Holtz, FCC associate general counsel, and counsel James T. Brennan, Joel Rosenbloom and Upton K. Guthery, asked Special Hearing Examiner Horace Stern that if he is unable to make a finding that WHDH and MBT should be disqualified he should find, at any rate, that their *ex parte* contacts with Mr. McConnaughey should be considered as factors against them in the ch. 5 contest.

Chairman's Vote • The brief held that Mr. McConnaughey, who left the FCC in June 1957, should have disqualified himself from voting in the ch. 5 case because he allowed the two applicants to discuss the merits of the applicants off the record of the FCC proceeding. The general counsel's office suggested that whether it was improper for the Justice Dept. to influence the grant and whether information provided by Justice was considered by FCC members before their April 1957 decision are debatable matters within the "competence" of Judge Stern to decide.

The General Counsel's Office also recommended that Allen B. DuMont



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WITH WICHITA'S #1 HOOPERATED AND PULSRATED STATION

KWBB NOW OPERATING DAYTIME ON

5000 WATTS

(Nights — 1000 watts)

WE'RE A PERSONALITY STATION!

KWBB's outsize share of the Wichita audience reflects its A#1 talent — all with outstanding audience loyalty!

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INTER MOUNTAIN NETWORK
THE BIGGEST
MOST COMPREHENSIVE
PULSE STUDY
ever made*
PROVES
KLIX
TWIN FALLS, IDAHO
Intermountain Network Affiliate
IS EVEN MORE DOMINANT
IN THE RICH MAGIC VALLEY
with 45% SHARE of Audience
*45 Markets, 7 States
Get Your Copy from Your Avery-Knodel Man
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Labs, a third applicant for ch. 5, be allowed to comment on testimony given during the rehearing by two representatives of the *Boston Globe*. *Globe* executives John I. and William Davis Taylor testified they contacted every member of the FCC and several Washington officials and political figures and urged that the FCC not make a grant to WHDH because it would give the parent *Boston Herald Traveler* a monopolistic advantage over the *Globe*. They suggested instead that the grant go to MBT of Greater Boston Tv Corp., the fourth applicant, and testified in the rehearing that they hadn't recommended DuMont because they felt DuMont didn't have a chance in view of the non-residence factor.

Last week's brief was filed promptly upon an announcement by Judge Stern calling for comments from the various parties (WHDH, MBT, GBT and DuMont, all applicants; the Justice Dept. and the *Boston Globe*, intervenors, and the FCC) by this Friday (July 24). Judge Stern had held up the ch. 5 proceedings at the request of the Justice Dept. during the Mack-Whiteside criminal conspiracy trial (BROADCASTING, July 13) to keep from prejudicing the trial by publicity. The FCC, also at Justice's request, has withheld action on the Miami ch. 10 (involving former FCC Comr. Richard A. Mack) and ch. 7 and the Orlando ch. 9 cases, which also involve allegations of *ex parte* activity, for similar reasons.

It was assumed Judge Stern's green light in the ch. 5 case is a signal for the FCC to resume activities on chs. 10, 7 and 9.

'Firestone' gets prime time on Hill

The *Firestone Hour* will get prime time this week when Firestone Tire & Rubber Co. officials appear before an FCC hearing examiner to tell their version of how the 30-year-old good music show has been moved from time spot to time spot on network television before finally giving up earlier this year.

Scheduled to appear tomorrow (July 21) for the Akron, Ohio, tire company are Charles B. Ryan, director of merchandising and advertising; Alfred J. McGuinness, manager of national advertising; Joseph H. Thomas, vice president and general counsel, and Howard Barlow, musical director *Firestone Hour*.

The hearing tomorrow is the third in a series in the FCC's investigation of network tv programming practices. Two weeks ago the Commission investigators heard a battery of advertising agency executives in New York (BROADCASTING, July 13).

OVERSIGHT UNIT
Rep. Harris reports on progress, plans

In a 40-minute speech from the floor last Thursday (July 16), Rep. Oren Harris (D-Ark.) told the House of Representatives what the Legislative Oversight Subcommittee of his Commerce Committee has done in the past, is doing now and plans to do in the future.

". . . In important selected areas the subcommittee is accomplishing a great deal in the strengthening of the commissions and in gaining the confidence of the public in their operations," Rep. Harris said. "It is already evident that the very existence of the subcommittee and its carefully planned surveillance of the commissions are helping all concerned to a keener appreciation of their duties to serve no master but one—the public interest."

Stating that the subcommittee's most "extensive hearings" during its existence concerned the FCC, Rep. Harris listed 14 tv cases "illustrating the apparent inconsistency of the applications of standards"; 45 tv cases in which competing applications were dismissed or merged raising "serious questions as to the good faith and methods of certain applicants." As a note of warning, he said that "the extent to which procedures designed to promote equitable results are being abused and turned to selfish ends will receive further study. . . ."

Other tv matters currently under study by the subcommittee, the chairman said, include the necessity for the "tonnage" of FCC paperwork required, station sales soon after a grant to parties which have not undergone a comparative hearing and additional cases in which *ex parte* contacts and

Gettysburg office

To relieve overcrowded conditions at its Washington headquarters, the FCC has opened a branch office in Gettysburg, Pa. The new office is located in the Alumni Hall of Gettysburg College. It handles applications of the Citizens Radio Service, which deals with short range communications for construction crews, small boat operators, model planes and boats, and even automatic devices for opening garage doors. Ezra Chambers is manager of the new office and its staff of five employes.

attempts to influence have been alleged.

Advisory Council Planned • He disclosed plans to establish an Advisory Council on Administrative Problems to get action on constructive proposals aimed at eliminating unreasonable delay, cumbersome procedures and unnecessary expense. The Advisory Council would be headed by Robert Lishman, subcommittee chief counsel, and would be composed of the general counsels of the six major regulatory agencies and designated staff members.

Messrs. Harris and Lishman held a lengthy luncheon meeting last Wednesday (July 15) with the six agency chairmen and they all gave "enthusiastic approval" to the planned council, Rep. Harris said. Each of the six agencies would report to the Advisory Council, in outline form, on the following subjects:

"(1) Case delays—nature, extent, causes and possible remedies; (2) excessive length of records; (3) excessive cost of proceedings; (4) availability of public information. . . .; (5) division of responsibilities between commissioners and staff, and (6) hearing examiners—their recruitment, functions and responsibilities."

Administrative probe this week in Senate

Initial hearings by the Senate Judiciary Subcommittee on Administrative Practice & Procedure, headed by Sen. John Carroll (D-Colo.), will be held tomorrow (July 21) through Thursday, the chairman has announced.

The sessions this week will deal with S 2374, introduced last week by Sen. Carroll at the request of the American Bar Assn., and S 600, introduced Jan. 20 by Sen. Thomas C. Hennings (D-Mo.). The ABA bill establishes standards of conduct for federal agency hearings and provides a $10,000 fine and/or imprisonment for one year for "willful" attempts to improperly influence commissioners or hearing examiners.

Only Title I of S 600 will be discussed during the hearings. It would establish an Office of Federal Administrative Practice as an independent agency.

Neither the FCC, broadcasters or attorneys practicing before the Commission will testify during this week's hearings, with all testimony to be of a general nature. The subcommittee was established last February as a permanent arm of the Judiciary Committee to make an investigation of administrative practice and procedure within the departments and agencies of the federal government.

Ask the man who gets around...

WDBJ is one of the best buys in television . . . *anywhere!*

WDBJ-TV covers 53 counties . . . where there are over 400,000 television homes, $2 billion in retail sales. You can buy into this rich market economically and effectively, for WDBJ-TV furnishes highly rated shows at comparatively low cost to you.

For example, THE EARLY SHOW, best features from MGM, WB, UA, etc., has an average daily rating of 14.7. It delivers viewers for only 95 cents per M on a 5 Plan; 75 cents per M on a 10 Plan.* Powerful sales-producing merchandising support provided, too!

It will pay you to take a closer look at THE EARLY SHOW and other "best buys" offered by WDBJ-TV.

*all cpms based on March, 1959 NSI

ASK YOUR PGW COLONEL FOR CURRENT AVAILABILITIES

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Maximum Power • Maximum Height

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Please start *my* subscription immediately for—

☐ 52 weekly issues of BROADCASTING $ 7.00

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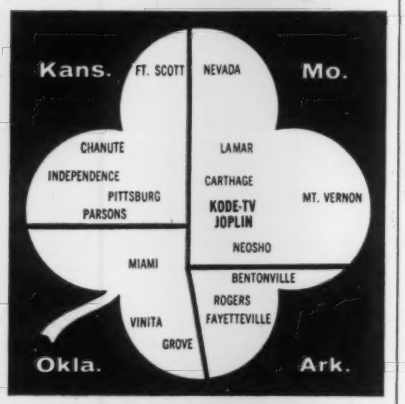
Send to home address — —

* Occupation Required

This four-leaf clover
is worth looking over!



MISSOURI'S 3rd TV MARKET
151,400 TV HOMES*

Lucky KODE-TV, Joplin, Mo., is 28% taller, 29% more powerful than the nearest competition. And KODE-TV covers: • a 4 state area • 151,400 TV Homes • 669,800 people with $776,919,000 buying power.

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Rep. by Avery-Knodel • A member of the Friendly Group
FXO *TV Mag., June '59

CHECK √ and
DOUBLE CHECK √√

√
WTHI-TV offers the lowest cost per thousand of all Indiana TV stations!

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One hundred and eleven national and regional spot advertisers know that the Terre Haute market is not covered effectively by outside TV.

WTHI-TV
CHANNEL 10 • CBS—ABC
TERRE HAUTE
INDIANA
CBS TELEVISION
Represented Nationally by Boiling Co.

SPORTS RELIEF

Kefauver schedules antitrust hearings

Sen. Estes Kefauver (D-Tenn.) announced last week that his Antitrust Subcommittee of the Senate Judiciary Committee will begin hearings July 28 on two bills dealing with antitrust exemptions for professional team sports.

The hearings will run four days, through July 31, with all scheduled witnesses to be representatives of the sports involved—professional baseball, football, basketball and hockey. The subcommittee has asked for written statements from the FCC and Justice Dept. and their spokesmen are not scheduled to appear in person.

Hearings on similar measures were held by the committee last summer (BROADCASTING, July 21) with broadcasters and Justice playing a major role in killing pending measures because of a potential blackout of radio-tv coverage of athletic events. A bill giving professional sports radio-tv blackout authorization passed the House last summer, but no action has been taken in that body on similar measures during the 86th Congress.

Opposing Plans • Next week's hearings will be held on S 886, introduced by Sen. Kefauver, which places the sports under the antitrust laws and then spells out certain exemptions to which they would be entitled, and S 616, which gives the sports antitrust exemption, including the right to restrict baseball telecasts within 75 miles of the home town of a minor league team.

The Kefauver bill, which is strongly opposed by sponsors of S 616, would leave it up to the FCC to rule on radio-tv blackout of professional sports as "reasonably necessary." S 616 was authored by Sens. Everett Dirksen (R-Ill.), Thomas Hennings (D-Mo.) and Kenneth Keating (R-N.Y.).

Eight Atlanta am's finally get renewals

Eight Atlanta, Ga., area radio stations, which have been sitting on an FCC hot seat for more than a year, were finally removed from their uncomfortable positions last Wednesday (July 15). The Commission, by a 4-2 vote, quietly renewed the licenses of WGKA-AM-FM, WERD,, WGST, WAKE, WQXI and WAOK, all Atlanta; WTJH East Point and WEAS Decatur.

The actions came with not even a dissenting statement from Comrs. Frederick Ford or Robert Bartley, who, (with Comr. Robert E. Lee, who was absent from Wednesday's meeting) have long opposed renewal of the Atlanta licenses without a hearing.

The Commission first considered the stations' applications for renewal March 27, 1958. (BROADCASTING, April 14, 1958). Action was withheld, pending what the FCC termed "further study of the station's past and proposed operations."

It was alleged that the stations composite week logs showed little or no so-called public service programming in their "music and news" formats. Pointed out as definitely lacking in station schedules were agricultural, educational and discussion programs.

WVEC-TV on ch. 13, competitors merged

WVEC-TV will operate on ch. 13 in lieu of ch. 15 in Hampton, Va., with two former competing applicants merging with the station, according to an FCC decision last week.

The dismissed (now merged) applicants in this case are Tim Brite Inc., which sought to operate WTOV-TV on ch. 13 instead of ch. 27 in Norfolk and Virginian Television Corp., which desired a new outlet on ch. 13 in Norfolk. An initial decision of last spring (BROADCASTING, April 20) recommended the action taken last week. Comr. Frederick Ford dissented in the final decision. Ch. 10 WAVY-AM-TV Norfolk, an intervenor in the case, had withdrawn its objections to the grant.

Under the approved merger agreements, WVEC-TV (Thomas P. Chisman and associates) will be owned 10% each by Virginian Television and Louis H. Peterson (WNOR Norfolk) who owned 50% of WTOV-TV prior to the merger. WVEC-TV is to pay out a total of $255,497 as part of the agreements. Virginian Television gets $45,430 in reimbursement for out-of-pocket expenses. WTOV-TV is to receive $26,067 for out-of-pocket expenses, and $150,000 goes to 50% owner Temus R. Bright as a five-year consultancy fee. Mr. Peterson is to receive $34,000.

Craven to Geneva

Comr. T.A.M. Craven was designated by the State Dept. last week as head of the U.S. delegation to a meeting of the International Telecommunications Union, to begin Aug. 17 in Geneva (CLOSED CIRCUIT, April 6). The Union's administrative radio conference is meeting to revise radio regulations, including the table of frequency allocations. Dr. Arthur L. Lebel assistant chief of State's telecommunications division, was named vice chairman of the U.S. delegation.

FATES & FORTUNES

Advertisers

• BILL DYER, formerly promotion director and account executive with Barton A. Stebbins Adv., L.A., named advertising and sales promotion director of International Sleep Teaching Institute, that city.

• STUART SHERMAN resigns as corporate vp, marketing, of Colgate-Palmolive Co., N.Y., due to eye illness, continuing as board member. He is succeeded by JOHN L. BRICKER, vp, marketing planning.

• ROBERT M. PRENTICE, manager, marketing information, Lever Bros., N.Y., named marketing services director.

• LARRY L. MALIN, regional sales manager, Cleveland, appointed to new post of field merchandising supervisor of Admiral Corp., tv and appliances manufacturer, Chicago.

• JOHN GUENTHER, formerly with A. A. Schechter Assoc., pr firm, N.Y., to General Foods Corp., White Plains, N.Y., as corporate services specialist. ELENA SMITH, formerly vp in charge of film writing and directing, Walter Harrison Smith Productions, N.Y., joins General Foods as photo and film services specialist.

Agencies

MR. ALCOCK

• BEN ALCOCK, vp in charge of copy department at Grey Adv., N.Y., elected to board of directors. Mr. Alcock was previously with Liggett & Myers Div. of Cunningham & Walsh, N.Y., as creative head.

• HOWARD FOLEY, vp and copy director at Clifford, Steers & Shenfield, N.Y., appointed copy department manager. Other CS&S appointments: GAIL RAPHAEL, and WILLIAM WALL, both vps and copy supervisors, named group copy directors.

• PAUL E. NEWMAN, formerly senior vp, MacManus, John & Adams Inc., Bloomfield Hills, Mich., to Dancer-Fitzgerald-Sample, N.Y., as vp and account executive on L&M cigarettes, effective Sept. 1.

• DR. RICHARD H. BAXTER, director of research department of Cunningham & Walsh, N.Y., elected vp.

MR. SMITH

• ROYALL SMITH, copy specialist on food, drug, cigarettes and soap projects, appointed vp and creative group head of Lennen & Newell, N.Y., in first of projected series of vice presidential appointments in agency's creative department. Mr. Smith has been with L&N for four years, previously was with Y&R.

• WILLIAM P. OVEREND, formerly assistant advertising manager, Celanese Corp. of America, N.Y., joins Grey Adv. that city, as vp and account supervisor.

• HUGH WELLS, group creative director with Tatham-Laird, Chicago, rejoins Earle Ludgin & Co., that city, as creative vp and member of executive committee. Prior to joining T-L, Mr. Wells had been on Ludgin's creative staff for five years.

• DONALD CARTER and DONALD S. DEVOR, account executive and music director, respectively, with William Esty Co., N.Y., named vps.

• BURTON R. DURKEE, formerly executive vp and member of executive committee, Botsford, Constantine & Gardner, Portland, Ore., joins J. Walter Thompson, Detroit, as coordinator of creative activities and member of operations committee.

• JAMES K. MALONEY, senior art director of Doherty, Clifford, Steers & Shenfield, N.Y., elected vp.

• JAMES P. WALSH, formerly account executive. Mutual Transportation Advertising Inc., N.Y., (national sales organization for transit advertising), joins Radio Advertising Bureau in that city as national account executive, automotive group.

• THOMAS A. WRIGHT JR., vp and manager of media department, Leo Burnett & Co., elected president of Broadcast Advertising Club of Chicago. He succeeds JAMES A. BEACH of ABC. Other officers elected: ARTHUR BAGGE, Peters, Griffin, Woodward, executive vp; HOLLY SHIVELY, Erwin Wasey, Ruthrauff & Ryan, secretary; E. JONNY GRAFF, National Telefilm Assoc., treasurer. New members of board of directors: GEORGE DIEFENDERFER, NBC Radio; Mr. Graff, DWIGHT REED, H-R Representatives; Mr. Wright, and WILLIAM WYATT, A.C. Nielsen Co.

• JACK THOMAS, formerly advertising

director, Tussy Div. of Lehn & Fink Corp., N.Y., to Grey Adv. that city as account executive.

• MYRON SANFT, creative director, JAMES C. WICKERSHAM and ANTHONY C. KUPRIS, marketing executives named vps of Sales Communications Inc., N.Y. (affiliate of McCann-Erickson).

• ALAN KOEHLER, formerly vp, Bernice Fitz-Gibbon Inc., N.Y., to Norman, Craig & Kummel, that city, as vp and senior writer.

• EDWARD J. GARVEY, formerly vp at Lennen & Newell, N.Y., to J.M. Mathes Inc., that city, as vp in charge of soft goods and home furnishings division.

• RAYMOND F. MARCUS, formerly director of marketing, Revlon Inc., N.Y., to Ogilvy, Benson & Mather, that city, as account supervisor on Helena Rubenstein products.

• BERNARD H. BIGLER, formerly account executive with Jay H. Maish Co., advertising agency, Marion, Ohio, and CHARLES F. MIGHT, farm director of WMRN-AM-FM Marion, join copy and creative staff of Western Adv., Chicago.

• FRANCIS O'NEIL, formerly account executive and office manager, D'Arcy Agency, South Bend, Ind., to Kenyon & Eckhardt, Detroit, as account executive. CARL L. YAGER, copy supervisor with K&E, named assistant account executive.

• SALLY ULLMAN appointed media director of Wentzel & Fluge, Chicago. WILLIAM G. FISHER, formerly production manager with C. Wendel Muench & Co., joins W&F in similar capacity.

• ELDON E. FOX, formerly advertising and sales promotion manager, Edsel Div., Ford Motor Co., Dearborn, Mich., to Minneapolis office of BBDO as assistant manager, effective Aug. 3.

• EVERETT B. ALLEN, formerly marketing manager, consumer products division, Hudson Pulp & Paper Co., N.Y., to Grey Adv., that city, as account executive.

• PHILIP B. HOPPIN, formerly advertising and sales promotion manager of General Electric Co.'s "Live Better Electrically" program, to Fuller & Smith & Ross, N.Y., as account executive on Edison Electric Institute.

• A.R. MENZIES, formerly with S.C. Johnson & Son, Racine, Wis., to Tatham-Laird, Chicago, as account executive. JOAN WILKE, copywriter with Leo Burnett, that city, joins T-L's creative staff.

• JOEL FREEDMAN, account executive with WLW-TV Cincinnati, forms own agency, Joel Stuart Freedman Adv. Address: Vernon Manor, Suite B, Cincinnati, 19, Ohio. Telephone: University 1-4000.

• WILLIAM B. HARMON, formerly speech, journalism, radio and tv instructor of U. of Kansas, Lawrence, appointed assistant director of radio and tv with Kansas City office of Rogers & Smith Advertising Agents.

• MARY MARCO appointed media director of Petrik & Stephenson, Philadelphia.

Allied Fields

• FORREST WILLIAMS elected vp and board member of Walter E. Kline & Assoc., Hollywood public relations firm. Mr. Williams will be in charge of pr and publicity in northern California with headquarters at 681 Market St., San Francisco. Telephone Douglas 2-4307. He was formerly associate of Boone-Kline and in charge of public relations of former Philip F. Boone & Assoc.

• ALBERT FELDMAN, formerly writer-producer with NBC, named assistant director of radio-tv department, Ruder & Finn Inc., pr firm, N.Y.

Networks

MR. SHELTON

MR. JACOBS

• EDGAR G. SHELTON JR. and JOSEPH J. JACOBS appointed assistants to president for national affairs, and for legal and Broadcasting Div. affairs, respectively, with American Broadcasting - Paramount Theatres Inc., with offices in Washington. Mr. Shelton, who joined ABC in 1957 as assistant to vp in charge of Washington office, will be responsible for liaison and pr with Federal Government private organizations in Washington. Mr. Jacobs, with ABC's legal department since 1954, has specialized in governmental, affiliated station and television allocation matters.

• JOHN WALSH, manager of special projects with CBS-TV's press information department, appointed special programs coordinator.

• WALTER CRONKITE, CBS news commentator, elected president of National Academy of Television Arts and Sciences. Other officers: FREDERICK DE CORDOVA, executive vp; DAVID SUSSKIND, vp (New York); ARNOLD WILKES, vp (Baltimore); IRV KUPCINET, vp (Chicago), and JOHN SECONDARI, vp (Washington). ROD SERLING, playwright, and HENRY WHITE, Screen Gems director of talent, named secretary and treasurer respectively.

• JOHN C. GREENE, NBC-TV program department, named executive producer of network's, *From These Roots*. PAUL LAMMERS, co-director of series, adds duties of associate producer.

Stations

• FRED VON HOFEN, formerly manager of KGW Portland, Ore., named station manager of KVI Seattle, Wash. GIBBS LINCOLN, general manager of KING-AM-FM Seattle, appointed sales manager of KVI.

• ROBERT SEVEY, formerly with Hoist & Male Inc., Honolulu advertising agency, to Hawaiian Broadcasting System Ltd., that city, as tv sales manager. HBS tv stations are KGMB-TV Honolulu, KHBC-TV Hilo and KMAU (TV) Wailuku.

• ROBERT HOWARD, formerly manager of WAQE Towson, Md., named general manager of WPGC-AM-FM Washington.

WISN-TV

the *basic* buy in Milwaukee

BASIC BECAUSE . . .
WISN-TV's share of audience has increased sharply. In important afternoon and evening time periods it is now the leading station in town.

WISN-TV's coverage has increased sharply. Because of network shifts in other markets WISN-TV now brings the only sharp ABC signal to most viewers in a 16 county area — 559,470 TV homes.

END RESULT . . .
WISN-TV is the only Milwaukee station to increase its coverage and audience without increasing its rates.

WISN-TV
Channel 12
William C. Goodnow, Station Manager
Represented by Edward Petry & Co., Inc.

MR. CRUMP

• GEORGE A. CRUMP, general manager, WARL Arlington, Va. (Washington, D.C.) and WHIM Memphis, to executive vp, Continental Broadcasters, succeeding RAY ARMAND, resigned. In addition to Arlington and Memphis stations, Continental (Cy Blumenthal) also owns KCKN Kansas City, Kan.; WCMS Norfolk, Va., and WABB Mobile, Ala.

• EUGENE P. WEIL, formerly vp and general manager of WLOK Memphis and national sales manager of O. K. Group (Paglin-Ray stations), named vp and general manager of WABQ Cleveland.

• EDWARD PAUL, national sales manager of WERE-AM-FM Cleveland, adds duties of station liaison manager to coordinate sales and promotion activities of WERE and WERC-AM-FM Erie, Pa. JERRY BOWMAN, news director, named operations chief of WERE. ARTHUR A. SCHREIBER, of news staff, succeeds him.

• J. H. (JACK) LANTRY, sales staff, KXLY-TV Spokane, Wash., named director of promotion and public relations, KXLY-AM-TV.

• MICHAEL CARY, formerly associate national advertising director, *Diner's Club Magazine*, to WNTA-AM-FM-TV Newark, N.J., as assistant publicity director.

• JOHN GRUBBS, formerly assistant program manager of WBZ-AM-FM Boston, named news and special events director of WIBG-AM-FM Philadelphia. BOB MITCHELL joins WIBG as air personality, newscaster and sportscaster.

• WARD A. NEFF, 68, president of Corn Belt Publishers Inc., died July 11, following heart attack, in Boulder Junction, Wis. In addition to publishing interests, Corn Belt Publishers operates WAAF Chicago.

• DONALD A. PELS, formerly business manager of WABC-TV New York, to Capital Cities Television Corp., that city, as controller. LT. COMDR. BYRNES MACDONALD, U.S.N. (ret.), elected to corporation's board of directors.

• JAMES A. DOYLE named sales manager of WLLY Richmond, Va.

• THOMAS B. JONES, formerly program director of WTOP-TV Washington, to WJIM-TV Lansing, Mich., in similar capacity.

• PAT WEBSTER named program director of WCGO Chicago Heights, Ill. Other WCGO appointments: BILL

and **WOC-TV**

FOR BEST COVERAGE IN THE NATION'S 47th TV MARKET

(Davenport, Iowa — Rock Island — Moline, Illinois)

A comparison of coverage of TV stations in or overlapping the Davenport — Rock Island market area as reported in the Nielson Coverage Service No. 3 — Spring, 1958.

Station	TV Homes	Monthly Coverage	Weekly Circulation Daytime	Weekly Circulation Nightime
WOC-TV	438,480	308,150	263,430	288,750
Station A	398,600	278,900	226,020	258,860
Station B	340,240	275,160	229,710	260,190
Station C	274,990	208,300	153,540	191,010
Station D	229,260	156,340	127,240	146,620

WOC

Col. B. J. Palmer, President
Ernest C. Sanders, Resident Manager
Pax Shaffer, Sales Manager
Peters, Griffin, Woodward, Inc., Exclusive National Representatives

THE QUINT CITIES
DAVENPORT, BETTENDORF — IOWA
ROCK ISLAND, MOLINE, EAST MOLINE — ILL.

TV channel 6

WOC-TV is No. 1 in the nation's 47th TV market—leading in TV homes (438,480), monthly coverage and weekly circulation — day and night — as reported in the Nielson Coverage Service No. 3, Spring, 1958. For further facts and latest availabilities, call your PGW Colonel . . . NOW!

NBC

WOC-TV Davenport, Iowa is part of Central Broadcasting Co., which also owns and operates WHO-TV and WHO Radio, Des Moines, Iowa

United Press International Facsimile Newspictures and United Press Movietone Newsfilm Build Ratings

1

SPELBRING, formerly with *Chicago Tribune*, news director; BILL BEINDORFF, formerly with KETV (TV) Omaha, account executive; JOE FRANCHINA, formerly with KWWL Waterloo, Iowa, air personality.

• HARRY SULLIVAN, formerly sales manager of WOPI-AM-FM Bristol, to WENO Madison, both Tennessee, in similar capacity.

• JERRY WICHSER, news director of WFIE-TV Evansville, Ind., named promotion manager, succeeding ED YALOWITZ, who joins WBBM-TV Chicago.

• DONALD J. STANLEY promoted from salesman to local sales manager of WDBJ-AM-FM Roanoke, Va.

• JIM KENT, announcer, named director of programming of WMAK, Nashville, Tenn. CHARLES EDWARDS joins WMAK as air personality.

• CHETT CARMICHAEL, air personality with WDAS-AM-FM Philadelphia, named promotion manager.

• BOB MACKEY, formerly production manager of WIRK West Palm Beach, to WALT Tampa, both Florida, in similar capacity. ROBERT HANGER, formerly news editor of WTVT (TV) Tampa, joins WALT as managing director of news.

• JAMES M. HENNEBERRY, formerly with KMOX-TV, named director of promotion of KPLR-TV, both St. Louis.

• HUGH HELLER, formerly producer of *George Gobel Show*, radio and tv, with NBC, named program director of KSFO San Francisco, succeeding ROBERT A. HANSEN, appointed director of operations.

• WILLIAM J. WHEATLEY, formerly program manager of WKY Oklahoma City, joins KXLA Pasadena, Calif., as program director.

• KEN RITCHEY, floor director with KOMO-TV Seattle, Wash., promoted to producer-director succeeding BILL FANNING, who resigned.

• CHET A. WALLACK appointed engineering director of KKTV (TV) Colorado Springs-Pueblo, Colo., effective Aug. 1.

• DON HARTLINE, air personality of WETZ New Martinsville, W. Va., adds duties of program director.

• JOHN A. WALKINSHAW, news editor with WBSM-AM-FM New Bedford, Mass., adds duties of news director.

• JEANNE SHEA, columnist with *Columbus* (Ohio) *Dispatch* and previously women's director of WBNS-TV Columbus, named director of women's activities of WRFD Worthington, Ohio.

• DONN HARLING, formerly air personality with KMLA (FM) and KRHM (FM), both Los Angeles, to KBIG Santa Catalina, Calif., as newscaster.

• PIERRE (PETE) MYERS, formerly air personality with WHK Cleveland, joins WNEW New York. Both stations are properties of Metropolitan Broadcasting Corp.

• J. GRANT (SANDY) SANDISON joins local sales staff of WITI-TV Milwaukee as account executive.

• JIM LIGHT, air personality of WAKY Louisville, Ky., adds duties of program director.

• HENRY BIEDINGER signed as host of *First Show* on WFBM-TV Indianapolis.

• GEORGE R. THADY, 36, account executive with sales department of KNX-AM-FM Los Angeles, died July 12 in San Fernando, Calif., of injuries incurred in automobile accident.

• BILL EBERLY, formerly sales representative with WHIZ-TV Zanesville, to WTOL-TV Toledo, both Ohio, in similar capacity. ROBERT N. BRETHERTON joins sales staff of WTOL-TV. He was formerly with sales staff of Owens-Corning Fiberglas Corp., that city.

• MRS. B.T. AHL, sales representative of KGVO Missoula, to sales staff of KOOK Billings, both Montana.

• DAN ALLAN joins announcing staff of WLOL-AM-FM Minneapolis-St. Paul.

• GENE KIRKPATRICK and CARL W. HALLADAY to KLOR-TV Provo, Utah, as sales representatives.

• ROBERT E. HOWARD, sales manager of KDUO (FM) Riverside, joins sales staff of KCBH (FM) Beverly Hills, both California.

Representatives

• LARRY GENTILE, previously on sales staffs of Storer Broadcasting Co. and ABC Radio in Detroit area, appointed manager of Forjoe & Co.'s new office there. Address: 1761 First National Bank Bldg. Telephone: Woodward 2-3524.

• MARK P. HANLON, formerly account executive with WSAZ-TV Huntington-Charleston, W.Va., joins Ohio Stations Representatives, Cleveland, as assistant general manager.

• JOHN B. FRANCIS, formerly account executive with Peters, Griffin, Woodward Inc., N.Y., to sales department of CBS Radio Spot Sales.

Full time, local, single station market, West Texas. $85,000.00, 29% down. Fine agricultural area in South Plains.

West Texas, daytimer, single station market, $90,000.00 with 29% down. Ranching, farming and oil economy.

HAMILTON-LANDIS & ASSOCIATES, Inc.

BROKERS • RADIO AND TELEVISION STATIONS • NEWSPAPERS

WASHINGTON, D. C.	CHICAGO	DALLAS	SAN FRANCISCO
Ray V. Hamilton	Richard A. Shaheen	DeWitt 'Judge' Landis	John F. Hardesty
1737 DeSales St. N.W.	1714 Tribune Tower	1511 Bryan Street	111 Sutter Street
EXecutive 3-3456	DElaware 7-2754	RIverside 8-1175	EXbrook 2-5671

NATIONWIDE • NEGOTIATIONS • FINANCING • APPRAISALS

Programming

• KARL FISCHL, formerly with Transfilm Inc., N.Y. and Compton Adv. appointed marketing director for eastern sales division of Wilding Inc., film production firm.

• HERBERT W. HOBLER, formerly vp in charge of sales, TelePrompTer Corp., N.Y., to Videotape Productions of New York as director of sales development.

• J. REMI CRASTO, for 25 years managing director, Far East and Near East (except Japan and Australia) with RKO Radio Pictures, joins NTA International as general manager in that territory in charge of sales of motion pictures for theatrical and tv use and of taped programs.

• MATTHEW RAPF, producer of *The Web* and *Jefferson Drum*, signed to long-term contract by Screen Gems Inc., N.Y. Other Screen Gems appointments: ERNIE OTTO, formerly publicity director of *Steve Allen Show*, named publicity manager, special projects; DICK BROOKS and BILL KAUFMAN to publicity department.

• WILLIAM COLLERAN signed by ABC-TV to produce and direct Bing Crosby spectacular to be broadcast Sept. 29 and Frank Sinatra spectacular scheduled for Oct. 19.

• MEREDITH KELLEY, writer of tv series, *Jamie*, and various special events telecasts, signed by Max Factor, L.A., as writing and production coordinator of the Miss Universe telecasts on KTTV (TV) Los Angeles.

• WILLIAM REDLIN, formerly production coordinator and field production manager of Walt Disney Productions, L.A., named production manager of *Las Vegas*, Lanark Films tv series. Filming begins in October, with DONALD MACLEAN and JACK GARISS as co-producers.

• ANDERSON CRAIG, formerly head of own New York studio which produced animated and live commercials for tv, joins Terrytoons, N.Y., (division of CBS Films Inc.), as director of commercials.

Equipment & Engineering

MR. GUNTHER

• FRANK A. GUNTHER, vp of Radio Engineering Labs., N.Y. (communications subsidiary of Dynamics Corp. of America), named executive vp and general manager. Mr. Gunther is senior member of Institute of Radio Engineers, fellow and past president of Radio Club of America.

• ISIDORE B. SEIDLER, vp and director of Kensington Capital Corp., and formerly vp and general manager of Radio Receptor Co., elected director of Granco Products, manufacturer of am and fm receivers and other electronic products, Long Island City, N.Y.

• CHARLES A. PARRY, technical adviser on international projects of Page Communications Engineers, Washington, named vp and U.S. representative of Edison-Page, European-American communications development firm. KURT G. HAPPE, Edison-Page engineering and technical director, to head new Rome office. Address: 45 Via Campania.

• JOSEPH E. KELLEY, merchandising manager, RCA Industrial Tubes and Semiconductors, distributor products organization, Boston, named to similar position with RCA Electron Tube Div., Harrison, N.J.

• CHARLES G. SMITH, senior sales engineer with International Resistance Co., Philadelphia, appointed Los Angeles district sales manager.

• G. WALLACE CRAWFORD, plant manager, RCA electron tube division, Harrison, N.J., named manager of operations planning. ARNOLD E. LINTON, plant manager, RCA's tube plant at Woodbridge, N.J., named manager of manufacturing planning, reporting to Mr. Crawford at Harrison.

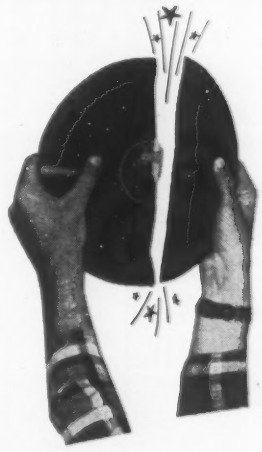
• SID WEISS, formerly west coast sales manager with audio division of American Electronics, named district manager of new southern California sales office of Orr Industries, manufacturer of Irish recording tapes. Address: 1715 E. Walnut St., Pasadena.

• GEORGE A. STRICHMAN, formerly manufacturing manager of General Electric's small aircraft engine department, named to new post of director of manufacturing services of Raytheon Co., Waltham, Mass. ROBERT A. IRVIN, formerly with Texas Instruments Co., Dallas, to manager, headquarters sales operation, Raytheon's semiconductor division. District sales managers named with headquarters: STANLEY C. OLSEN, Minneapolis; JAMES M. IGOE, Indianapolis; ALLEN W. MERRIAM JR., S. F.; CHARLES B. DOUGLAS, Dallas, and ROBERT W. SPENCER, Houston.

Government

• GEORGE V. STELZENMULLER, FCC engineer for 15 years and most recently chief of treaty branch, Frequency Allocation & Treaty Div., to deputy director of engineering, Office of Telecommunications, Office of Civilian & Defense Mobilization.

BREAKING ALL RECORDS . . .



. . . IN BUSINESS ACTIVITY, THAT IS

The BUSY MACON, GEORGIA market is the ONLY Major Georgia Market where retail sales for the first quarter of 1959 are higher than those of 1958. Macon sales are

UP 3.82%

PUT YOUR ADVERTISING DOLLARS IN THE RICH MIDDLE GEORGIA MARKET — THE MARKET WHERE WE'RE BREAKING ALL RECORDS.

See your Avery-Knodel man today!

EQUIPMENT & ENGINEERING

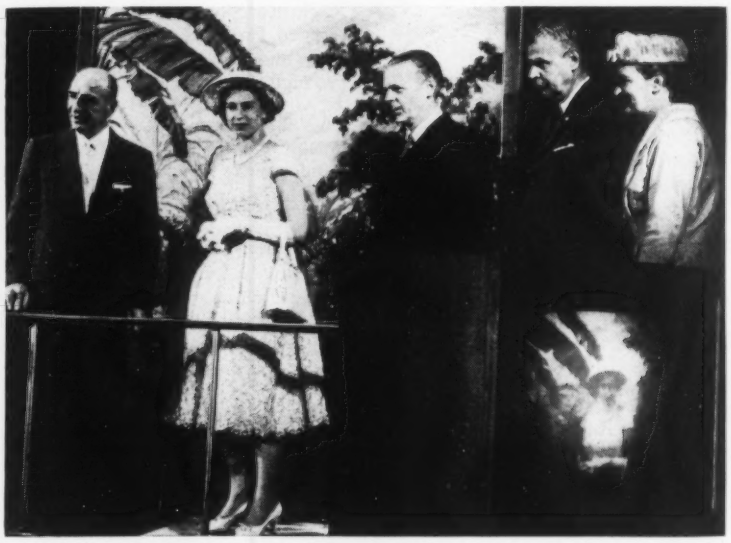
Webcor-Emerson deal off as Haffa re-buys

Titus Haffa, board chairman and president of Webcor Inc., Chicago, has re-purchased from Emerson Radio & Phonograph Corp. the 20% block of Webcor stock which he sold to Emerson last month. The sale had resulted in controversy and a legal suit.

Re-purchase price of $2.7 million, plus $100,000 for legal fees and other expenses, was reported to be about $22 per share. Mr. Haffa had sold the stock to Emerson at an undisclosed price above the stock's $19 market price May 8. The stock was quoted last week on the market at $14.

A company spokesman said "the unprecedented move results in a great personal financial loss to Haffa," but was made on the basis of "the countless phone calls, letters and telegrams from shareholders, distributors and employes urging him to re-purchase his holdings and remain as operating head of the company."

Controversy arose soon after Mr. Haffa sold his stock to Emerson. It was learned the sale contract conflicted with Illinois corporate law and Emerson filed suit seeking access to Webcor's financial records and questioning the "validity and propriety" of transactions involving Mr. Haffa, his relatives and corporations owned or controlled by them [BROADCASTING, June 29, 22].



RCA's royal visitor • During her July 6 visit to Chicago, Queen Elizabeth II saw herself on color television at RCA's exhibit in the Museum of Science and Industry. Shown above, the Queen sees her image on the left while the public watches on the set at the right. The camera is located between the two receivers. With her majesty: (l to r) Lenox Riley Lohr, president of NBC in the thirties and now museum president; Gov. William G. Stratton of Illinois; Canadian Prime Minister John G. and Mrs. Diefenbaker.

Ampex to distribute Marconi tv equipment

Ampex Corp. has been appointed sole authorized U.S. distributor of Marconi tv cameras and associated tv and broadcasting equipment, Neil K. McNaughten, manager of Ampex's professional products division, announced.

Agreement between Ampex and Marconi's Wireless Telegraph Co. Ltd., also makes Ampex the U.S. distributor of tv camera tubes manufactured by Electric Valve Co. Ltd., English manufacturer of the 4½-inch image orthicon tube used in the Marconi Mark IV camera.

"Ampex will offer the U.S. television industry a package including both the world's standard tv tape recorder and the highest quality television camera," Mr. McNaughten stated, calling the combination one that "provides program producers with the facilities to furnish the finest pictures ever presented to the tv audience."

Mr. McNaughten pointed out that the Marconi Mark IV camera features a convertible picture standard. "Coupled with the Ampex Inter-Switch device, it provides firms and tv stations in this country with complete facilities in one package for making syndicated tv tapes to be marketed in Europe and other lands," he said. A device on the camera provides for immediate switching among three picture standards.

Similarly, it was said that the Ampex Videotape recorder will be available with the Inter-Switch for taping in these various picture standards.

Shipments from the Marconi plant in England will begin next month. September deliveries are now being quoted. According to an Ampex spokesman, the camera "will be priced competitively" with U.S. makes, though the exact price has not yet been set.

INTERNATIONAL

CBC SHAKEUP Parliament raps CBC fiscal policies

The Parliamentary Broadcasting Committee prescribed strong medicine for the ailing Canadian Broadcasting Corp. July 16: a shakeup in administration.

In laying the blame for CBC confusion on organizational structure weaknesses, the Committee also said a limit should be placed on the public funds given CBC each year to defray losses. (In the fiscal year ended March 31 these losses amounted to over $54 million.) The Committee instructed the CBC board of directors to find a budget they could live with, planning maximum return from sponsored programs.

The government owned network is stepping up its efforts to obtain more revenue from advertising, Charles Jennings, CBC controller of broadcasting stated at a Parliamentary Broadcasting Committee session at Ottawa July 8. He said that CBC's radio stations were increasing their efforts to obtain more advertising revenue.

CBC's commercial division, headquartered at Toronto, has been enlarged in recent months in both radio and television sections, and CBC salesmen are knocking at advertising agency doors in a more consistent manner. Not long ago CBC commercial department waited for advertising agencies to approach them for time. Increasing

operating costs and growing annual deficits, which are made up from the Canadian government treasury, have forced CBC management to go after more advertising revenue.

The Parliamentary Broadcasting Committee was also told that because CBC has a statutory duty to provide national programs for all sectors of the population, it must present programs which are not always of mass popularity and may be of high cost. Committee members had complained that sponsors paid only a portion of some programs, with taxpayers, through the national treasury, paying the balance (BROADCASTING, July 13). CBC officials pointed out that the program would have been televised at any rate, even without a sponsor, because of CBC's duty to present a variety of national programs.

CBC officials told the committee that chances of color tv in Canada would not be good for many years because of the high cost of color tv receivers and high cost of color tv productions. They cited figures showing that color tv had not made big headway in the United States. CBC had planned to have color tv in use by now, J.P. Gilmore, CBC controller of operations, stated.

He also told the committee that CBC plans to start daytime tv programming at noon in 1962 or 1963. At present tv programming on a network basis starts in mid-afternoon. Some Canadian privately-owned tv stations start programming earlier in the day.

Radio programming for northern Canada, which receives much of its radio fare now from Moscow, was also under discussion. Technical difficulties of extending radio networks in the far north were explained. Meanwhile new low power local radio stations are now being operated and planned by CBC in the far north, and shortwave broadcasting to that area has been investigated.

Bushnell of CBC on two-month leave

Ernest L. Bushnell, vice president of Canadian Broadcasting Corp., has been given two months leave of absence by the CBC board of directors. This follows his appearance before the Parliamentary Broadcasting Committee on charges by CBC talks and public affairs producers of alleged political interference with CBC programming.

George Nowlan, Canadian Minister of National Revenue, under whose jurisdiction the CBC operates, stated in Parliament that Mr. Bushnell's leave of absence did not mean retirement. It was mainly to give him a rest after a strenuous winter and spring during which he carried the burden of the CBC's operations and handling of a long French-language tv producers strike. J.A. Ouimet, CBC president, had a heart attack during the strike negotiations in mid-winter, and Mr. Bushnell has had to carry the job of acting president.

Mr. Bushnell, 59, receives $18,000 annually. Starting in broadcasting in its earliest days in Canada, he was first a singer, than station manager of the former CKNC Toronto and since 1933 with the Canadian Radio Broadcasting Commission and its successor the CBC.

• Abroad in brief

• Britain's ATV, ABC and Granada Tv Network are among companies that have applied for appointment as tv contractors for Rhodesia, Africa. The first two are associated with the proposed Central Africa Tv Ltd. Other applicants are Rhodesia Tv Ltd., in which Philips Radio Ltd. would take a financial interest, and P. Holender, who has a local wireless and electrical business.

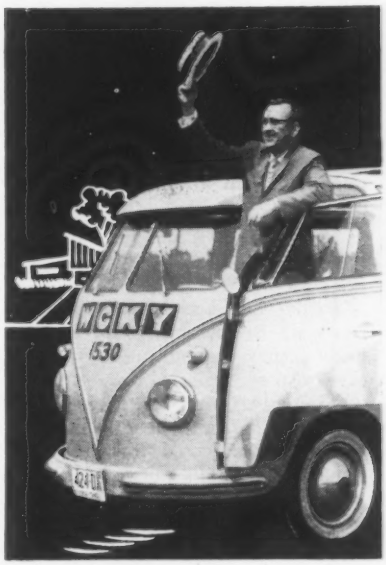
• Perth, Australia, gets its first commercial tv station in October when TVW ch. 7 commences operation. Intercontinental Services Ltd., New York, has been appointed general U.S. agent for TVW Ltd., the station's licensee. The contract was negotiated by ISL President Harry M. Engel Jr., while visiting Australia.

• Sovereign Broadcasting Co., has been formed at Toronto, with offices in the Bank of Canada Bldg., by Paul L. Nathanson, a large shareholder in the Loew's and Metro-Goldwyn-Mayer organizations. Sovereign Broadcasting will buy film for privately-owned tv stations. Nathanson also owns Sovereign Film Co., Toronto, tv film distributor. Mr. Nathanson is president of the new company and T.A. Metcalfe is vice president and general manager.

• Registered television sets numbered 2,670,955 in West Germany on June 1. Counting unlicensed sets, there are about 3 million receivers in use in the country. Licensed tv sets are expected to reach 3 million by October.

• Registered television sets in Switzerland numbered about 65,000 in May. This is an increase of 2,286 over the previous month.

• Alldelphi, the German branch of Philips, the Dutch electronic manufacturer, has had a 29% gross increase in business its annual report shows. The average gross increase for the whole West German electronic industry was 11% in the same period.



WCKY IS ON THE GO IN CINCINNATI

We've taken to our wheels this summer! We've gone right out to visit our listeners . . . . . and they love it! The bright red WCKY Mobile Studio broadcasts a full week at high traffic count locations from 6:30 to 10 AM and 4 to 6 PM, with Leo Underhill handling the morning broadcasts and Paul Miller (shown here) broadcasting afternoons. Decked out in red blazers and straw hats for high visibility, Leo and Paul greet motorists, tell them about traffic delays in the Cincinnati area, and play that good music for which WCKY is famous. From the waving hands, blinking lights and honking horns, we're sure nearly everyone in Cincinnati is attracted to our remotes, and listening to WCKY. And the lucky advertisers who sponsor the remotes are happiest of all!

If you have a product which needs to get going in Cincinnati, then you need WCKY—the station on the GO. Call Tom Welstead at WCKY's New York office or AM Radio Sales in Chicago and on the West Coast.

WCKY
50,000 WATTS
OF SELLING POWER
Cincinnati, Ohio

Soup-to-nuts service

Wide-ranging account service and good sales results make up a radio station's long suit in an intensively competitive market. This is the philosophy of WBBC Flint, Mich., as evolved through experience and stated by Joseph R. Fife, general manager.

WBBC has been broadening services until it functions often as advertising agency, sales promotion firm and even display artist. As an example of this initiative, Mr. Fife offers the station's "Hawaiian June Jubilee," conceived and executed for the Plazas, Flint's two big shopping centers (BROADCASTING, June 8).

The station presented the plan to the merchants, got a $5,000 budget from the Plazas and took the entire show from there. The month-long promotion encompassed a trip-to-Hawaii contest, continuous entertainment at the centers (dancers, singers, auto shows, boat shows, street dances, carnivals, celebrity appearances, remote broadcasts, etc.), special store windows, and free leis and orchids for shoppers. All details were up to WBBC.

What the effort amounted to: more than 100,000 contest entry blanks were picked up from stores and Plaza officials estimate a million people visited the centers last month. Store sales figures made the promoton "an outstanding success." Mr. Fife admits that there's a lot of work in such a project for a comparatively small profit, but he adds: "We gain stature with every advertiser in the community and it's the best insurance I know of for future radio budgets."

Selling starts at home

The Greater Philadelphia broadcasting industry begins today (July 20) a 12-month "Sell Philadelphia to Philadelphians" city-booster campaign.

The area's radio stations are broadcasting 10, 20 and 60-second spots designed to inspire Philadelphians to promote their home town. Gray & Rogers, that city, has voluntary written some of the copy used in the series. The agency's public relations department formulated the campaign.

WCBM dedicating talks

At WCBM Baltimore, where they stop the music at 11 p.m. to talk until 1 a.m., listeners are asking to have spoken items dedicated to them. The trend also has spread to air personality Danny Sheelds' Saturday afternoon talk program. Now that the novelty has worn off, the station only dedicates for the sender of material used. WCBM says that the practice results in a lively continuity supply.

KPTV (TV) calls in the media

Resorting to practically all media, KPTV (TV) Portland, Ore., on June 30 concluded an intensive three-month-long promotion to herald its affiliation with ABC-TV.

Three weeks prior to the April 26 tie-in to the network, a daily teaser campaign was started on television (200 spots), four Oregon radio stations (850 teasers) and with 26,000 lines in 20 Oregon and nearby Washington newspapers. Billboards on April 15 started heralding "The Big Switch" of different ABC-TV shows to ch. 12 KPTV.

Top ABC entertainers came to Portland April 26 for special activities that included an hour-long tv special "12 for Tomorrow." Climax of the program was Oregon Gov. Mark Hatfield's pushing the button that fed the first ABC-TV show to KPTV viewers. A reception and dinner followed, attended by tv stars, local and state officials and over 300 prominent Oregon and Washington businessmen.

As a followup, KPTV kept punching home "Big Switch" messages by bus cards, trade paper advertising and outdoor billboard advertising in the area (through June 30).

The sandwich-board set • WEWS (TV) Cleveland has brought in a baby carriage for street-patrol promoting. The "baby" is a revamped show, displayed on the transistor portable set in the carriage. Model Pat Mays plays nurse, wheeling her charge downtown at showtime and stopping to visit advertising offices on the way.

'Feel-right-at-home' approach

WRCA-TV New York has hung out the "Welcome Neighbor" banners to salute summer tourists from NBC's affiliate cities. The NBC station welcomes out-of-town visitors by telecasting in open time the call letters of their hometown NBC stations, along with a greeting, such as: "Are you visiting from Wichita, Kan.? Welcome to New York. WRCA-TV extends the hand of friendship to you on behalf of KARD-TV your NBC station in Wichita. KARD-TV and WRCA-TV hope you enjoy your stay in New York." Fifty-five cities are included in the summertime salute.

The local NBC-TV stations in those cities are supporting the campaign with "bon voyage" announcements reminding local viewers to tune in WRCA-TV when they visit New York and "feel right at home."

THIS IS THE JINGLE MILL RECORD

$38 PER JINGLE ON CONTRACT

COMPLETELY CUSTOM MADE

Price applies to the United States Only

OVER 700 STATIONS SOLD

98% OF STATIONS HAVE REORDERED

OVER 12,000 JINGLES ORDERED AND WRITTEN

PUT THIS RECORD TO WORK FOR YOU

Completely custom made jingles for commercial accounts and station breaks — no open ends and no inserts.

JINGLE MILL

201 West 49th St., New York City

Name change for NTI, NTA exchange reopened

National Theatres Inc., Los Angeles, last week announced a proposed change of name to National Theatres & Television Inc. to reflect the company's expanding activities in television. This change will be voted upon at a special stockholders' meeting Aug. 25.

National Theatres bought WDAF-AM-TV Kansas City and recently acquired National Telefilm Assoc., New York, a tv film distribution organization and owner of WNTA-AM-FM-TV Newark and KMSP-TV Minneapolis-St. Paul.

National Theatres also announced last week that it planned to reopen an exchange offer to shareholders and warrant holders of NTA, under which NTA became a subsidiary of National Theatres.

Under terms of the offer, which expired April 6, the accepting NTA stockholders received for each share of NTA common stock $11 principal-amount 5½% sinking fund debentures due March 1, 1974, and a stock purchase warrant entitling them to purchase one-quarter share of National Theatres common stock. The exchange of NTA warrants was on an equivalent basis. National Theatres reported last week that the offer was accepted at that time by holders of 88.65% of the NTA common stock and 78.57% of NTA Warrants.

As of this fall, the main office of NTA will have been consolidated with that of National Theatres in new headquarters at Beverly Hills, Calif. (BROADCASTING, July 13).

Tanny, Guild Films in huddles on merger

Guild Films Co. and the Vic Tanny chain of gymnasiums agreed to merge last week under the name of Vic Tanny Enterprises, New York. The consolidation is subject to agreement by counsels of the two companies and stockholders of Guild Films.

The details of the merger, involving exchange of stock, were not revealed since Mr. Tanny is the sole shareholder in his company. Mr. Tanny would become the largest single stockholder in the new company and would serve as president and chief executive, executive office, while John Cole, Guild president, would continue to head the tv film division of Tanny Enterprises.

Though the respective parties would not comment on the pending transaction, the merger would provide Guild, which is beset with creditors and lawsuits, with sorely needed cash. Its assets, however, are said to include several million dollars of air time acquired via barter; a tax loss carry-forward of $6 million and a listing on the American Stock Exchange. Guild disclosed to Securities & Exchange Commission last May that in the fiscal year ended Nov. 30, 1958, the company had lost $4 million and, for the three months ended last Feb. 28, losses totaled $350,000 [AT DEADLINE May 11]

Tanny operates about 70 gymnasiums and is in an expansion program. It is already a heavy spot television buyer and therefore can use the air time earned by Guild through barter.

MGM in syndication

MGM-TV, which has had its *Thin Man* series on NBC-TV for the past two years, last week announced the series will be offered for syndication, marking the initial entry into that sales field for MGM-TV. A total of 72 half-hour film programs are available for station sales, according to George T. Shupert, vice president in charge of tv for MGM, who announced syndication plans in connection with a two-day sales meeting held in New York by MGM-TV. Richard A. Harper, director of sales for the company's feature films and short subjects packages for the past three years, also has been appointed director of syndicated sales.

COLOR CASTING

Here are the next 10 days of network color shows (all times are EDT).

NBC-TV

July 20-24, 27-29 (4-4:30 p.m.) **Truth or Consequences**, participating sponsors.

July 20, 27 (10-10:30 p.m.) **Arthur Murray Party**, P. Lorillard through Lennen & Newell and Pharmaceuticals Inc. through Parkson Adv.

July 21, 28 (7:30-8 p.m.) **Northwest Passage**, sustaining.

July 21, 28 (8:30-9 p.m.) **Jimmie Rodgers Show**, Liggett & Myers through McCann-Erickson.

July 22, 29 (8:30-9 p.m.) **Price Is Right**, Lever through J. Walter Thompson.

July 22, 29 (9-9:30 p.m.) **Kraft Music Hall Presents Dave King**, Kraft through J. Walter Thompson.

July 23 (10:30-11 p.m.) **Masquerade Party**, P. Lorillard through Lennen & Newell.

July 24 (8-9 p.m.) **Ellery Queen**, sustaining.

July 25 (10-10:30 a.m.) **Howdy Doody**, Continental Baking through Ted Bates.

July 25 (10:30-11 a.m.) **Ruff & Reddy Show**, Borden through Benton & Bowles and Mars through Knox-Reeves.

July 25 (8-9 p.m.) **Perry Presents**, RCA Whirlpool through Kenyon & Eckhardt and American Dairy through Campbell-Mithun.

July 26 (7-7:30 p.m.) **Midwestern Hayride**, local co-operative sponsorship.

July 26 (9-10 p.m.) **Summertime Chevy Show**, Chevrolet through Campbell-Ewald.

GIANT MARKET

"The Giant of Southern Skies"

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. . . with total coverage area greater than that of Miami, Jacksonville, Birmingham or New Orleans

82-County Data (within the 100 UV/M contour) S. M. Survey May 10, 1959

POPULATION 2,946,600
INCOMES $3,584,180,000
RETAIL SALES . . . $2,387,606,000
HOUSEHOLDS 751,900

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CHANNEL 4
WFBC-TV
GREENVILLE, S. C.
NBC NETWORK

RADIO AFFILIATE, "THE PIEDMONT GROUP"
WFBC - GREENVILLE WORD - SPARTANBURG

Station Authorizations, Applications

As Compiled by BROADCASTING

July 9 through July 15. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. *—educational. Ann.—Announced.

New Tv Stations

APPLICATIONS

Alpena, Mich.—Lake Huron Bcstg. Corp. vhf ch. 9 (186-192 mc); ERP 58 kw vis., 29 kw aur.; ant. height above average terrain 339 ft., above ground 340 ft. Estimated construction cost $219,589, first year operating cost $87,719, revenue $78,728. P.O. address 221 S. Washington Ave., Saginaw, Mich. Studio trans. location near Ossineke, Mich. Geographic coordinates 44° 53′ 48″ N. Lat., 83° 29′ 18″ W. Long. Trans.-ant. GE. Legal counsel McKenna & Wilkinson. Principals are **William J. Edwards, Alvin M. Bentley** and **Howard H. Wolfe,** each one-third, who have similar interests in WKNX-AM-TV Saginaw, Mich. Mr. Bentley is U.S. Representative from Michigan. Ann. July 9.

Missoula, Mont.—Missoula Telecasting Co. vhf ch. 8 (180-186 mc); ERP 0.332 kw vis., 0.264 kw aur.; ant. height above average terrain minus 630 ft., above ground 185 ft. Estimated construction cost $36,500, first year operating cost $98,000, revenue $114,000. P.O. address Box 5570, Dallas, Tex. Studio-trans. location Missoula. Geographic coordinates 46° 52′ 15″ N. Lat., 113° 59′ 33″ W. Long. Trans. Electron, ant. Prodelin. Applicant is owned by **Electron Corp.,** equipment manufacturer. Ann. July 14.

San Angelo, Tex.—E.C. Gunter vhf ch. 3 (60-66 mc); ERP 30.2 kw vis., 15.1 kw aur.; ant. height above average terrain 737 ft., above ground 470 ft. Estimated construction cost $213,095, first year operating cost $180,000, revenue $200,000. P.O. address Box 508, San Angelo. Studio location 24 W. Concho, San Angelo. Trans. location 13 miles North, northwest of San Angelo. Geographic coordinates 31° 39′ 35″ N. Lat., 100° 30′ 33″ W. Long. Trans.-ant. RCA. Legal counsel Haley, Wollenberg & Kenehan. Consulting engineer Ed Talbott. Mr. Gunter is appliance dealer. Ann. July 9.

New Am Stations

APPLICATIONS

Alexander City, Ala.—Radio Alexander City, 910 kc. 500 w D. P.O. address Alexander City. Estimated construction cost $7,832, first year operating cost $24,000, revenue $48,000. Principals are **Huddie M. Brown,** 75%, and **Eathel Holley,** 25%. Mr. Brown is announcer at WDAK Columbus, Ga. Mr. Holley has interest in WOKS Columbus and WLAW Lawrenceville, both Georgia. Ann. July 15.

Dadeville, Ala.—J.C. Henderson, 910 kc. 500 w D. P.O. address Box 392, Alexander City, Ala. Estimated construction cost $16,703, first year operating cost $20,000, revenue $27,000. Mr. Henderson has interest in WRLD-AM-FM Lanett, Ala. and is editor-publisher of *Alexander City* (Ala.) *Outlook* and *Goodwater* (Ala.) *Enterprise-Chronicle.* Ann. July 14.

Safford, Ariz.—Willard Shoecraft, 1230 kc, 250 w. P.O. address 326 S. High St., Globe, Ariz. Estimated construction cost $9,500, first year operating cost $13,000, revenue $17,000. Mr. Shoecraft owns KIKO Miami, Ariz. Ann. July 14.

Palm Springs, Calif.—Cummings Bcstg. Assoc., 1340 kc, 250 w. P.O. address 230 California St., San Francisco 11. Estimated construction cost $28,850, first year operating cost $66,000, revenue $84,000. Principals are **Herbert K.** and **Alan H. Cummings,** 50% each. Messrs. Cummings are in food and magazine publishing businesses. Ann. July 9.

Twenty-Nine Palms, Calif.—Hi-Desert Bcstg. Corp., 1250 kc, 1 kw D. P.O. address 2183 Desert Palms Drive, Palm Springs, Calif. Estimated construction cost $27,798, first year operating cost $55,000, revenue $65,000. Principals are **Arthur E. Sipherd Jr.,** 45%; **Frank Farinella,** 27½%, and **Charles Farinella,** 27½%. Mr. Sipherd is employe of KDES Palm Springs. Frank Farinella is in construction business and Charles Farinella is medical doctor. Ann. July 15.

Columbus, Neb.—City and Farm Bcstg. Inc., 1590 kc, 500 w D. P.O. address 918 11th Ave., Holdredge, Neb. Estimated construction cost $9,851, first year operating cost, $32,200, revenue $54,000. Principals are **Alvin D. Wood** and **Marvin Hall** (one-sixth each), **Donald L. Robson** and **William C. Whitlock** (one-third each). Mr. Whitlock has interest in KUVR Holdredge. Mr. Robson is in real estate. Mr. Hall is with Lane Wells Field Service, Dallas. Mr. Wood is commercial manager KATZ St. Louis. Ann. July 15.

Celina, Ohio—Marshall Rosene, 1350 kc. 500 w D. P.O. address 1123 21st St., Portsmouth, Ohio. Estimated construction cost $39,500, first year operating cost $66,000, revenue $78,000. Mr. Rosene has interest in WNXT Portsmouth, Ohio. Ann. July 14.

Watertown, S.D.—Paul D. Bernards, 1480 kc, 1 kw. D. P.O. address 408 First Ave., N.E., Watertown, S.D. Estimated construction cost $19,502, first year operating cost $34,380, revenue $42,000. Mr. Bernards is announcer at KDLO-TV Garden City, S.D. Ann. July 14.

Staunton, Va.—Stuart W. Epperson, 1050 kc. 1 kw D. P.O. address Ararat, Va. Estimated construction cost $20,284, first year operating cost $40,000, revenue $51,000. Mr. Epperson is announcer at WPAQ Mt. Airy, N.C. Ann. July 14.

Existing Am Stations

APPLICATIONS

WINF Manchester, Conn.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1230 kc). Ann. July 14.

WICH Norwich, Conn.—CP to increase daytime power from 1 kw to 5 kw, install new trans. and change from DA-1 to DA-2. (1310 kc). Ann. July 14.

WBOW Terre Haute, Ind.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1230 kc). Ann. July 15.

KBUN Bemidji, Minn.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1450 kc). Ann. July 10.

WDOE Dunkirk, N.Y.—Cp to increase daytime power from 500 w to 1 kw. (1410 kc). Ann. July 14.

WBRG Lynchburg, Va.—Cp to change frequency from 1050 kc to 930 kc, increase power from 1 kw to 5 kw and install new trans. Ann. July 14.

WDTV St. Croix Island, V.I.—Mod. of cp to change ant.-trans., studio and station location to Charlotte Amalie, St. Thomas Island, V.I. (1190 kc). Ann. July 15.

New Fm Stations

APPLICATIONS

Phoenix, Ariz.—Frank S. Barc Jr., 93.3 mc, 4.56 kw. P.O. address 4631 E. Hubbell St., Phoenix. Estimated construction cost $18,399, first year operating cost $11,500, revenue $16,000. Mr. Barc formerly had controlling interest in KUEQ Phoenix. Ann. July 14.

Denver, Colo.—E.F. Weerts, 101.3 mc, 17.8 kw. P.O. address 318 Orpheum Bldg., San Diego, Calif. Estimated construction cost $21,210, first year operating cost $37,000, revenue $48,000. Mr. Weertz has fm cps in San Diego, Houston and Dallas. Ann. July 15.

***Interlochen, Mich. — National Music Camp.** 103.1 mc, 1 kw. P.O. address Interlochen, Mich. Estimated construction cost $32,780, first year operating cost $12,000. National Music Camp is non-profit music education corporation. Ann. July 15.

Oxford, Ohio—William D. Shearer and Harold F. Parshall, 97.7 mc, .250 kw. P.O. address Route One, Oxford. Estimated construction cost $1,050, first year operating cost $15,000, revenue $19,000. Mr. Shearer (50%) is Bendix Aviation technician and Mr. Parshall (50%) is radio-tv service technician. Ann. July 15.

Dallas, Tex.—University Advertising Co., 103.7 mc, 26.5 kw. P.O. address 3000 N. Harwood St., Dallas 4. Estimated construction cost $18,393, first year operating cost $5,400. Principals are **Charles R. Meeks,** 20.8%; **Thomas W. Merriman,** 15.6%; **Melvin W. Jackson,** 15.6%; **John J. Coyle,** 19.8%; **E. Constantin Jr.,** 19.5% and others. University Adv. Co. is permittee of KVIL Highland Park, Tex. Messrs. Merriman, Coyle, Constantin and Farrar are associated in Commercial Recording Corp., which makes recordings for broadcast stations. Ann. July 9.

Existing Fm Stations

APPLICATION

WPGC-FM Oakland, Md.—Mod. of license to change studio from 6369 Walker Mill Rd., Oakland, Md. to Raleigh Hotel, Washington, D.C. and change station location from Oakland, Md. to Washington, D.C. Ann. July 14.

Ownership Changes

ACTIONS BY FCC

KRUX Glendale, Ariz.—Granted assignment of license to **Leland Bisbee Bcstg. Co. (Leland S. Bisbee, Jr.,** president; consideration $347,000). Ann. July 15.

KIKK Bakersfield, Calif.—Granted transfer of control from **Dawkins Espy** to **Joseph M. Arnoff** (interest in KSFV [FM] San Fernando); consideration $48,000 for 90% interest. Ann. July 15.

KWBR Oakland, Calif.—Granted assignment of licenses to **KWBR, Inc.** (WOPA-AM-FM Oak Park, Ill., and WDIA Memphis.

R. C. CRISLER & CO., INC.

Business Brokers Specializing in Television and Radio Stations

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Fifth Third Bank Bldg.
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OMAHA, NEB.
Paul R. Fry
P.O. Box 1733 (Benson)
TErrace 9455

NEW YORK
41 E. 42nd St.
MUr. Hill 7-3437

Tenn.); consideration $550,000. Ann. July 15.

KBLF Red Bluff, Calif.—Granted assignment of license to **Victor Industries Corp. of California (Victor Muscat,** president); consideration $60,000. Ann. July 15.

KITO San Bernardino, Calif.—Granted transfer of control from **Myer Feldman, Raymond Ruff** and **Arnold Lerner** to **Kenyon Brown** (has interest in KCOP-TV Los Angeles, KFOX-AM-FM Long Beach, all Calif.; KGLC Miami, Okla.; KIMO Independence, Mo., and owns KSON San Diego, Calif.); consideration $120,000. Comr. Robert Bartley dissented. Ann. July 15.

KDAY Santa Monica, Calif. — Granted transfer of control from **Gotham Bcstg. Corp.,** to **John D. Keating;** stock transaction to give Keating sole ownership of KDAY and **J. Elroy McCaw** sole ownership of WINS New York City, and joint ownership of KONA-TV and KALA-TV Hawaii, plus agreement for Gotham to employ Mr. Keating as consultant for 80 months at $1,000 per month. By letter, denied joint petition by KPOA and KULA, Hawaii, for order to show cause why license of KPOI (formerly KHON) Hawaii (in which Mr. Keating was formerly interested) should not be revoked. Ann. July 15.

WDRC-AM-FM Hartford, Conn.—Granted assignment of licenses to **Buckley-Jaeger Bcstg. Corp. of Conn.** (WHIM Providence, R.I.); consideration $815,000. Ann. July 15.

WMFT Terre Haute, Ind.—Granted transfer of control from **Pauline A.** and **Archie S. Mobley** to **Thomas S. Land** (interest in WJBD Salem and WFIW Fairfield, both Illinois), **Bryan Davidson** (interest in WJBD Salem) and **Richard O. Bieser;** consideration $49,500. Ann. July 15.

WEND Baton Rouge, La.—Granted transfer of control from **Charles E. Ray,** et al., to **Capital Bcstrs. Inc.** (Robert S. Boeker, vice president, has interest in WFPR Hammond, La.); consideration $60,000. Ann. July 15.

KLUV Haynesville, La.—Granted (1) renewal of license and (2) assignment of license to **Paul A. Newell, N. A. Parker, A. T. Moore** and **K. Eugene Chance,** d/b as **Haynesville Bcstg. Co.;** consideration $11,000. Ann. July 15.

WCAT Orange, Mass.—Granted transfer of control from **James W. Miller,** et al., to **William R. Sweeney** (WBNC Conway, N.H.); consideration $65,000 plus agreement to rent certain real estate owned by transferors with option to buy and agreement that Mr. Miller will not compete in radio business within 25 miles of WCAT for 5 years. Ann. July 15.

WCBQ St. Helen, Mich.—Granted assignment of cp to **Frank Tefft** who will purchase equipment for $2,250. Ann. July 15.

WISK St. Paul, Minn.—Granted assignment of license to **WISK Bcstg. Corp.** (owned by **Crowell-Collier Pub. Co.,** parent company of KFWB Los Angeles and KEWB Oakland, both California; subject to condition that assignment not be consummated until **Robert M. Purcell,** assignee president, disposes of his interest in KEVE, Minneapolis, consideration $525,000. Ann July 15.

WKES Newport, N.H.—Granted assignment of cp to **W. Richard** and **Norah B. Carlson,** d/b as **Carlson Enterprises;** consideration $3,500 for expenses. Ann. July 15.

WOV New York, N.Y.—Granted transfer of control from **Morris S. Novik, Georgia L. Weil** and **Edna M. Hartley** to **Bartell Bcstrs. of New York Inc.** (wholly owned by **Bartell Bcstrs. Inc.,** licensee of WOKY Milwaukee, Wis.; WYDE Birmingham, Ala., and owns KCBQ San Diego, and KYA-AM-FM San Francisco, Calif. Bartell family owns WAKE Atlanta, Ga.); consideration $1,434,908. Comr. Robert Bartley dissented. Ann. July 15.

WNXT Portsmouth, Ohio — Granted assignment of license to **WNXT Inc. (Abraham R. Ellman,** v.p., has interest in KIST Santa Barbara, KGMS Sacramento, both California, and KRAM Las Vegas, Nev.); consideration $234,500. Ann. July 15.

KINT El Paso, Tex.—Granted assignment of cp to **Radio El Paso Inc. (Ray Winkler,** v.p., has interest in KZIP Amarillo, Tex.); consideration $29,000. Ann. July 15.

APPLICATIONS

WXAL Demopolis, Ala.—Seeks transfer of control of 50% of **Demopolis Bcstg. Inc.** from **T. H. Gaillard Jr.** to **W. M. Jordan,** who with his wife presently owns 50%. Consideration: exchange of stock of WTHG Jackson, Ala. giving Mr. Gaillard full ownership of WTHG. Ann. July 10.

KFAY Fayetteville, Ark.—Seeks assignment of license from **Stamps Radio Bcstg. Co.** to **H. Weldon Stamps** for $4,000, plus assumption of liabilities. Mr. Stamps currently owns 50% of KFAY. Ann. July 15.

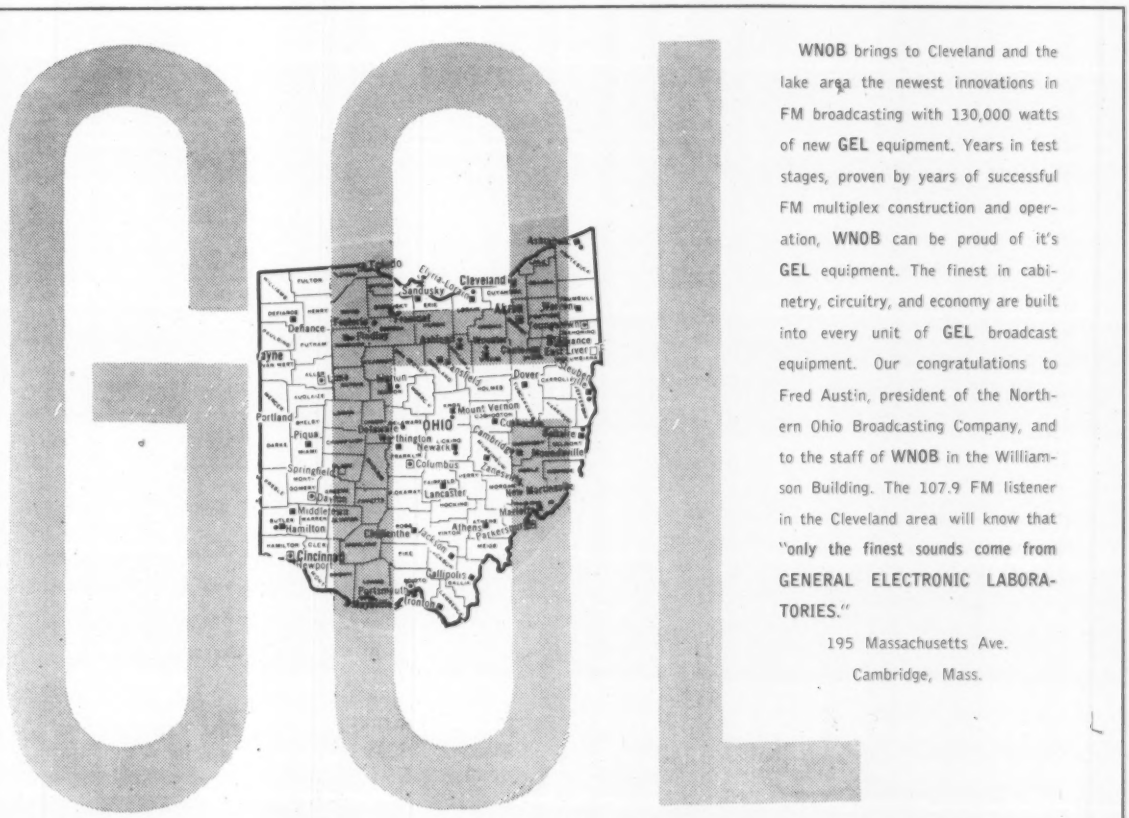
KPOP Los Angeles, Calif.—Seeks assignment of license from **Storer Bcstg. Co.** to **Standard Bcstg. Co.,** wholly owned Storer subsidiary. Ann. July 13.

KRKD-AM-FM Los Angeles, Calif.—Seeks transfer of control of **Continental Telecasting Corp.** from **Albert Zugsmith** (present 56.4% owner) **Frank Oxarart** and **John Feldman** (present 21.8% each) to **Trans American Bcstg. Corp.** (Mr. Zugsmith, 20%; Mr. Oxarart, 14½%; Mr. Feldman, 14½%, **Robert A. Yeakel,** 19%; **Spanka Music Corp.,** 7%; **Robert L. Fox,** 10%, and others). Consideration: to Mr. Zugsmith, $705,487; to Mr. Oxarart, $272,256; to Mr. Feldman, $272,256. Messrs. Zugsmith, Oxarart and Feldman have interests in KOFY San Mateo, Calif. Mr. Zugsmith has interest in KBMI Henderson, Nev. Mr. Fox is sales manager KRKD. Mr. Yeakel is auto dealer. Spanka Music (music publishing firm of singer Paul Anka) is owned by Irvin Feld, Andrew Anka and William Lazarow. Ann. July 9.

KMBY Monterey, Calif.—Seeks assignment of license from **KMBY Bcstg. Corp.** to **John Burroughs Inc.** for $112,000. Purchasers are **John L.** and **Muriel L. Burroughs** (50% each). Mr. and Mrs. Burroughs are in promotional advertising business in Chicago. Ann. July 15.

WKNB New Britain, Conn.—Seeks assignment of license from **Connecticut Television Inc.** to **Beacon Bcstg. Co.** for $255,000. Purchasers are **Sheldon I. Smerling,** 75%; **Robert F. Smerling,** 12½%, and **Charles Greenfield,** 12½%. Sheldon Smerling has interest in WICO Salisbury, Md. Robert Smerling is executive of ABC Vending Corp. Mr. Greenfield is executive of Confection Cabinet Corp. Assignment is contingent upon FCC approval of transfer of WKNB from **NBC** to Connecticut Tv. Inc. and assignment of license from **New Britain Bcstg. Co.** to Connecticut Tv. Ann. July 9.

WFBF Fernandina Beach, Fla.—Seeks assignment of license from **Murray Bcstg.**



WNOB brings to Cleveland and the lake area the newest innovations in FM broadcasting with 130,000 watts of new GEL equipment. Years in test stages, proven by years of successful FM multiplex construction and operation, WNOB can be proud of it's GEL equipment. The finest in cabinetry, circuitry, and economy are built into every unit of GEL broadcast equipment. Our congratulations to Fred Austin, president of the Northern Ohio Broadcasting Company, and to the staff of WNOB in the Williamson Building. The 107.9 FM listener in the Cleveland area will know that "only the finest sounds come from GENERAL ELECTRONIC LABORATORIES."

195 Massachusetts Ave.

Cambridge, Mass.

Inc. to Robert W. Chasse, court appointed receiver in bankruptcy proceedings. Ann. July 13.

WIOD Sanford, Fla.—Seeks assignment of license from **Ira L.** and **Viola E. Eshelman** to **Joseph R. Horenstein** for $56,000. Mr. Horenstein is general manager WBAB-AM-FM Babylon, N.Y. Ann. July 13.

WROM Rome, Ga.—Seeks transfer of control of **Coosa Valley Radio Co.** through sale of one-third interest held by **Mrs. Edward N. McKay** to **Dean Covington** and **Charles E. Doss,** each present one-third owners, for $25,000. After transfer, Messrs. Covington and Doss will each own 50%. Ann. July 10.

WAYX Waycross, Ga.—Seeks assignment of license from **Ethel Woodward Williams, Jack Williams Jr., Heyward Burnet** and **J. Mack Barnes** as executors of estate of **Jack Williams,** deceased to **Radio Station WAYX Inc.,** with same owners. No change of ownership or consideration involved. Ann. July 15.

WARU Peru, Ind.—Seeks transfer of control of **Wabash-Peru Bcstg. Inc.** from **S. Lembert Huffman** to **Geneva P. Schultz.** Being transferred is 50% of **Stark Bcstg. Corp.,** which owns 91% of Wabash-Peru Bcstg. Inc. Consideration: $150,000. Mrs. Schultz has interest in WCMW Canton, Ohio. Ann. July 9.

WELY Ely, Minn.—Seeks assignment of license from **Charles B. Persons** to **WELY Corp.** for $175,000. Purchasers are **Vincent T. Hallett, Arthur H. Owen, Eldon W. Eberhard** and **Archie G. Marsh,** 25% each. Mr. Hallett is sales manager KTRI Sioux City, Iowa. Mr. Owen is businessman. Mr. Eberhard is insurance agent. Mr. Marsh is restaurateur. Ann. July 9.

KZUM Farmington, N.M.—Seeks assignment of license from **KZUM Radio (Bill D. Barbour, John Burroughs** and **Leola Randolph)** to **KZUM Radio** (Leola Randolph and John Burroughs) for $10,000. Ann. July 9.

WGGO Salamanca, N.Y.—Seeks assignment of license from **Alfred B. Smith** to **James Bcstg. Inc.** for $40,750. Applicant is licensee WJTN-AM-FM Jamestown, N.Y. Ann. July 13.

WCMW Canton, Ohio—Seeks transfer of control of **Stark Bcstg Corp.** from **S. Lambert Huffman** to **Geneva P. Schultz** for $150,000. Mrs. Schultz presently owns 50%, and will be sole-owner after transfer. Stark Bcstg. Co. owns 91% of WARU Peru, Ind. Ann. July 9.

WPVL Painesville, Ohio—Seeks assignment of license from **Somerset Bcstg. Co.** to **WPVL Inc.** No change in ownership or consideration involved. Ann. July 15.

KTMC McAlester, Okla.—Seeks transfer of control of 7% of **McAlester Bcstg. Co.** from **Elmer Hale Jr.** to **William C. Pool** for $1,333. After transfer, Mr. Pool will own 30% of KTMC. Ann. July 15.

KDOV Medford, Ore.—Seeks transfer of negative control of **Medford Bcstrs. Inc.** from **K. C. Laurance** (present 50% owner) to **Ralph J. Silkwood** (present 25% owner). To be transferred is 25% interest giving Mr. Silkwood 50%. Consideration: $6,250. Ann. July 9.

WQAL (FM) Philadelphia, Pa.—Seeks assignment of cp from **George Voron & Co.** (partnership) to **George Voron Co.** (corporation). No consideration involved. Ann. July 9.

KIHO Sioux Falls, S.D.—Seeks transfer of control of **Sioux Empire Bcstg. Inc.** from **James A. Saunders,** et al to **KIHO Bcstg. Co.** for $70,000. Purchasers are **H. N. Cardozo Jr., Richard K. Power** and **Milton D. Price Jr.** (one-third each). Mr. Cordozo owns KATE Albert Lea, Minn. Mr. Power has interests in WAVN Stillwater and WCMP Pine City, both Minnesota. Mr. Price has interest in WDBQ Dubuque, Iowa. Ann. July 9.

KXOL Fort Worth, Tex.—Seeks transfer of control of **KXOL Inc.** through purchase of stock of **C. C. Woodson** (20%), **C. C. Woodson Jr.** (10%), and **Ben Woodson** (10%), and retirement of said stock to treasury of **KXOL Inc.** Also seeks transfer of control of 10% of KXOL from **John R. Woodson** to **Pioneer Bcstg. Co.,** licensee of KNOW Austin, Tex. Considerations: C. C. Woodson, $107,237; C. C. Woodson Jr., Ben Woodson and John R. Woodson: each $53,618. Ann. July 13.

KKSN Grand Prairie, Tex.—Seeks transfer of control of 50.25% of **Three Cities Radio Inc.** from **C. R. Sargent Sr.** to **John L. Buchanan** for approximately $80,000. Mr. Buchanan owns KWBY Colorado Springs, Colo. Ann. July 9.

KQDE Renton, Wash.—Seeks assignment of license from **Seattle Musicasters** to **Cutie Radio Inc.** for $30,000 and 50% interest in Cutie Radio Inc. Owners will be **Walter N. Nelskog** (present 50% owner of KQDE) and **Music Concessions Inc.** (50% each). Mr. Nelskog owns KQTY Everett, Wash. Music Concessions is in phonograph record manufacturing business (Dolton Records). Ann. July 15.

KBTN Neosho, Wis.—Seeks assignment of license from **W. Montgomery Harlow** to **Southern Missouri Investment Corp.** for $45,000, and one-third interest in assignee. Other one-third owners are **Harry D.** and **John B. Denton.** Harry Denton is potato chip manufacturer and John Denton is dairy employe. Mr. Harlow is member Missouri Legislature. Ann. July 15.

Hearing Cases

FINAL DECISIONS

By order, Commission made effective June 1 initial decision and granted application of Rounsaville of Cincinnati Inc., to change operation of WCIN Cincinnati, Ohio, on 1480 kc, from 1 kw, D, DA, to 500 w-N, 5 kw-D, DA-2; conditioned to acceptance of any interference which may result in event of grant of application of James E. and George W. Vaughn, d/b as WXEN for new station to operate on 1500 kc, 250 w, D, in Xenia, Ohio. Ann. July 15.

By order, Commission made effective immediately examiner's initial decision issued April 15 and granted application of Peninsula Bcstg. Corp. for mod. of cp of WVEC-TV to operate on ch. 13 in lieu of ch. 15 in Hampton, Va. and dismissed application of Tim Brite Inc., to operate WTOV-Tv on ch. 13 instead of ch. 27 in Norfolk and Virginian Tele. Corp. for new tv station to operate on ch. 13 in Norfolk. Comr. Frederick Ford dissented; Comr. Robert Bartley concurred in the result. Three applicants have merged. Ann. July 15.

By supplemental decision, Commission reaffirmed its decision of Aug. 1, 1957 which granted application of West Georgia Bcstg. Co. for new am station (WWCS—now WWCC) at Bremen, Ga., to operate on 1440 kc, 500 w, daytime only. Comrs. Frederick Ford and John Cross not participating. (On protest by Carroll Bcstg. Co. (WLBB), Carrollton, Ga., case had been remanded to Commission by Court of Appeals for findings on "economic injury" issue.) Ann. July 15.

INITIAL DECISIONS

Hearing Examiner H. Gifford Irion issued initial decision looking toward granting application of Permian Basin Radio Corp. to change operation of KHOB from 1280 kc, 1 kw, D, to 1390 kc, 5 kw, D, in Hobbs, N.M., subject to condition that KHOB shall not be authorized program tests until Station KGFL Roswell, N.M., has been authorized program tests on frequency other than 1400 kc; and that KHOB shall not be granted license until KGFL is granted license on frequency other than 1400 kc. Ann. July 15.

Hearing Examiner Basil P. Cooper issued initial decision looking toward granting application of Harriscope Inc., Abbott London and Saul R. Levine, d/b as Intrastate Broadcasters for new am station to operate on 1220 kc, 250 w, DA, D, in Pomona, Calif. Ann. July 10.

STAFF INSTRUCTIONS

Commission on July 15 directed preparation of document looking toward affirming with mod., supplemental initial decision released May 1 which would grant application of Hall Bcstg. Inc., for new class B fm station to operate on 102.7 mc in Los Angeles, Calif.

Commission on July 15 directed preparation of document looking toward affirming with mods. and conditions, initial decision of Jan. 6, 1959 granting cps to Palm Springs Translator Station Inc., for two new tv translator stations (K7OAL and K73AD) to operate on ch. 70 and 73 in Palm Springs, Calif.

Commission on July 15 directed preparation of document looking toward denying motion by Douglas H. McDonald, trustee permittee of WTVW (TV) ch. 7, Evansville, Ind., to terminate proceeding in Docket 11757 involving shifting ch. 7 to Louisville, Ky., and requiring WTVW to operate on ch. 31 in lieu of ch. 7.

Commission on July 15 directed preparation of document looking toward holding evidentiary hearing, pursuant to court remand, at date to be determined later, in Orlando, Fla., ch. 9 tv proceeding. On June

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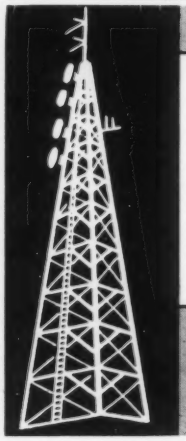
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6, 1957, Commission granted application by Mid-Florida Television Corp. for new tv station on ch. 9, Orlando, and dismissed competing application of WORZ Inc. On May 21, 1959 Court of Appeals remanded case to Commission for further hearing because of alleged *ex parte* presentations to Commissioners while case was pending.

OTHER ACTIONS

By memorandum opinion and order, Commission granted protest by John W. Davis, licensee of KPDQ Portland, Ore., to extent of postponing May 20 grant of assignment of licenses of KPAM and KPFM (FM) Portland, from Broadcasters, Oregon Ltd., to Gospel Bcstg. Co. pending evidentiary hearing; further ordered KPAM and KPFM to be returned to assignor within 30 days. Comr. Robert Bartley concurred and issued statement. Ann. July 15.

By memorandum opinion and order, Commission denied motion by KFOX Inc. (KFOX), Long Beach, Calif., to enlarge issues in proceeding involving applications by Goleta Bcstg. Associates and Bert Williamson and Lester W. Spillane for new am stations to operate on 1290 kc, 500 w, D, at Goleta and Santa Barbara, both California respectively. Ann. July 15.

By order, Commission granted joint motion by United Broadcasting Co. (KEEN), San Jose, Calif., and protestant Standard Radio and Television Co. and postponed indefinitely oral argument on former's application for new fm station. Comr. Rosel Hyde absent. Ann. July 15.

By memorandum opinion and order, Commission affirmed order of Chief Hearing Examiner released May 7, 1959 which denied petition by Sayger Bcstg. Co., Tiffin, Ohio, to intervene in proceeding involving application by Malrite Bcstg. Co. for new am station to operate on 1600 kc, 500 w, D, in Tiffin. Chairman John Doerfer dissented. Action July 15.

Routine Roundup

BROADCAST ACTIONS

By Broadcast Bureau

Actions of July 10

WKOV Wellston, Ohio—Granted acquisition of positive control of **Court House Bcstg. Co.** by **W.N. Nungesser** through purchase of stock from **L. Morris Weimer, Sam Marting** and **Ray Brandenburg.**

KDB Santa Barbara, Calif.—Granted assignment of license to **Lucie Menard** and **Rube Goldwater.**

WYZZ (FM) Wilkes-Barre, Pa.—Granted license for fm station.

WILS Lansing, Mich.—Granted license covering changes in DA-D pattern.

KBIQ (FM) Los Angeles, Calif.—Granted cp to increase ERP to 106 kw; change type trans. and make changes in ant. system; remote control permitted.

KBST Big Spring, Tex.—Granted cp to change trans. location and install new ant. and ground system.

WFDS-FM Baltimore, Md.—Granted cp to increase ERP to 20 kw and change ant. system; ant. 210 ft.

WLVL (FM) Louisville, Ky.—Granted mod. of cp to increase ERP to 35 kw; change both studio location and remote control point location and install new trans.; condition.

Following stations were granted extensions of completion dates as shown: WHYZ-TV Duluth, Minn. to Jan. 14, 1960; KLYD-FM Bakersfield, Calif. to Sept. 1; WKDN-FM Camden, N.J. to Sept. 23; KFMX (FM) San Diego, Calif. to Dec. 30; KFRC-FM San Francisco, Calif. to Jan. 14, 1960; KXLA Pasadena, Calif. to Sept. 1; WPFB-FM Middletown, Ohio to Sept. 1; KOQT Bellingham, Wash. to Oct. 19; WINZ-FM Miami, Fla. to Oct. 1; KYAR Ruidoso, N.M. to Oct. 5; KNDE Aztec, N.M. to Sept. 15; KOBY-FM San Francisco, Calif. to Jan. 1, 1960; WJIM-FM Lansing, Mich. to Oct. 2; KFMB-FM San Diego, Calif. to Oct. 25, and KTOP-FM Topeka, Kan. to Dec. 22.

Actions of July 9

KROY-AM-FM Sacramento, Calif.—Granted assignment of license and cp to **John T. Carey Inc.**

WFAB Miami-South Miami, Fla.—Granted mod. of cp to make changes in ant. system (increase height); conditions; and extension of completion date to Sept. 15.

***KWSC Pullman, Wash.**—Granted mod. of license to change name of licensee from State College of Washington to Washington State University.

Actions of July 8

Granted licenses for following tv translator stations: K71AS Radio Center, Newport & Otter Rock, Ore.; K79AG Burlington-Edison School District #100, Skagit County, Wash.; K75AA Manson Community TV Inc., Manson & Chelan, Wash.

WAPI-TV Birmingham, Ala.—Granted cp to change trans. site (190 ft., no change in description), change in coordinates only, install new ant. system, make changes in equipment and ant. height, and change type trans.-ant. 1130 ft.

KCSJ-TV Pueblo, Colo.—Granted mod. of cp to make changes in ant. system and change ant. height; ant. 1310 ft.

Following stations were granted extensions of completion dates as shown: KGNS-TV Laredo, Tex. to Sept. 17; KTAG-TV Lake Charles, La. to Jan. 9, 1960; WKBM-TV Caguas, P.R. to Sept. 30.

Actions of July 7

WAPI Birmingham, Ala.—Granted license to use present nighttime main trans. as auxiliary trans. for daytime use at present location of main trans.

KITE Terrell Hills, Texas—Granted license covering change of facilities; installation new trans. and DA-N; make changes in ground system and change studio and station location.

WAPI Birmingham, Ala.—Granted license covering increase in daytime power, installation new trans. for daytime use (2 main trans.) and change from DA-N to DA-2.

KROD El Paso, Texas—Granted cp to change ant.-trans. location, make changes in ant. system (increase height) and ground system and install new trans.; condition.

WJMK North Syracuse, N.Y.—Granted mod. of cp to change trans. location; specify studio location and remote control point same as studio location and install new trans.; condition.

WNOB (FM) Cleveland, Ohio—Granted mod. of cp to increase ERP to 135 kw; decrease ant. height to 350 ft.; change type trans. and studio location and ant. system; condition.

WCCC-FM Hartford, Conn.—Granted mod. of cp to increase ERP to 6.8 kw; ant. height to 750 ft.; and change trans. location, remote control permitted.

Actions of July 6

WTWV (TV) Tupelo, Miss.—Granted assignment of cp to **WTWV Inc.**

WMAR-TV Baltimore, Md.—Granted extension of completion date to Oct. 5 (main trans. & ant.).

Action of July 2

WROY Carmi, Ill.—Granted authority to sign-off at 6 p.m., CST, for period ending Aug. 31.

ACTIONS ON MOTIONS

By Commissioner T.A.M. Craven

Granted petition by David M. Segal for extension of time to July 23 to file oppositions to petition by Satellite Center Radio Co. for revision and enlargement of issues in proceeding on their applications and that of Denver Bcstg. Co. for new am stations in Boulder, Denver, and Arvada, Colo. Action July 13.

Granted petition by Tampa Telecasters Inc., for extension of time to July 13 to reply to oppositions to its petition for review of Examiner's memorandum opinion and order of May 21 in Largo, Fla., tv ch. 10 proceeding. Action July 9.

Granted petition by Broadcast Bureau for extension of time to July 10 to file responsive pleadings to petition by Spartan Radiocasting Co. for rehearing in proceeding on applications of Wayne M. Nelson and Fred H. Whitley for am facilities in Concord and Dallas, both North Carolina. Action July 7.

By Chief Hearing Examiner James D. Cunningham

Granted request by Elmwood Park Bcstg. Corp., Elmwood Park, Ill., to extent that it involves dismissal of its application in consolidated proceeding with Radio St. Croix Inc., New Richmond, Wis., et al.; dismissed application with prejudice and dismissed Elmwood's petition to accept late appearance in am proceeding. Action July 14.

Ordered that session in investigatory proceeding in study of radio and television network broadcasting, including tying-in of programs will be convened in Washington, D.C., at 10 a.m., July 21, and that following persons shall attend and give evidence and supply information pertinent to inquiry: Charles B. Ryan, director of merchandising and advertising, Firestone Tire & Rubber Co., Akron, Ohio; Alfred J. McGinness, manager of national advertising, Firestone Tire & Rubber Co., Akron; Joseph H. Thomas, vice-president and general counsel, Firestone Tire & Rubber Co., Akron;

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING through July 15

	ON AIR Lic.	ON AIR Cps	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,328	55	118	689
FM	579	45	148	74
TV	466[1]	54	102	121

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through July 15

	VHF	UHF	TOTAL
Commercial	441	79	520[3]
Non-commercial	33	10	43[4]

COMMERCIAL STATION BOXSCORE

As reported by FCC through June 30, 1959

	AM	FM	TV
Licensed (all on air)	3,328	578	466[1]
CPs on air (new stations)	49	44	52[2]
CPs not on air (new stations)	123	147	101
Total authorized stations	3,500	769	667
Applications for new stations (not in hearing)	516	49	51
Applications for new stations (in hearing)	163	22	63
Total applications for new stations	679	71	114
Applications for major changes (not in hearing)	649	41	38
Applications for major changes (in hearing)	57	2	19
Total applications for major changes	706	43	57
Licenses deleted	0	1	0
CPs deleted	0	3	1

[1] There are, in addition, nine tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 38 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

[3] There have been, in addition, 211 television cps granted, but now deleted (44 vhf and 167 uhf).

[4] There has been, in addition, one uhf educational tv station granted but now deleted.

Howard Barlow, Lower Shad Road, Pound Ridge, N.Y.

Designated for hearing following am proceedings on dates shown: Sept. 30: KVFC Inc. (KVFC). Cortez, Colo. WPGC Inc. Morningside, Md. Action July 13; Sept. 28: Clearwater Bcstg. Corp. (WDCL), Tarpon Springs, Fla. Action July 6.

Scheduled hearing for Sept. 28 on am applications of Old Belt Bcstg. Corp. (WJWS), South Hill, and Patrick Henry Bcstg. Corp. (WHEE), Martinsville, both Virgina. Action July 6.

By Hearing Examiner J.D. Bond on July 7

Granted motion by Naugatuck Valley Service Inc. to reopen record in proceeding on its application for new am station in Naugatuck, Conn., to correct its exhibit 1; closed record. Action July 7.

By Hearing Examiner Basil P. Cooper

Scheduled prehearing conference for July 20 at 2 p.m., in proceeding on application of Dodge City Bcstg. Inc., for am facilities in Liberal, Kan. Action July 13.

Granted motion by Armin H. Wittenberg Jr., for further extension of date for filing proposed findings and conclusions of law from July 7 to July 14 and such reply findings as may be filed by July 28 in proceeding on Wittenberg's application and that of Pasadena Presbyterian Church for fm facilities in Los Angeles and Pasadena, both Califorina. Action July 2.

Scheduled prehearing conference for July 15 in proceeding on am applications of John Laurino, Ashland, Va. and Capital Bcstg. Co. (WNAV), Annapolis, Md. Action July 8.

By Hearing Examiner Thomas H. Donahue

Upon oral request of counsel for Broadcast Bureau and with consent of all other interested parties in proceeding on am applications of Cannon System Ltd. (KIEV), Glendale, Calif., et al., extended from July 7 to July 15 date for filing answer to Cannon's memorandum of law for Hearing Examiner and from July 22 to July 29 for filing replies. Action July 7.

Granted petition by Inter-Cities Bcstg. Co., for change of certain dates in proceeding on its application for am facilities in Livonia, Mich.—July 13 to July 27, Inter-Cities direct written presentation to be furnished other parties and examiner; July 20 to Aug. 3 informal engineering conference; and Aug. 10 to Aug. 14, in event Station WGAR proposes to make rebuttal showing, that showing will be reduced to writing and copies furnished to other parties and to examiner. Action July 7.

By Hearing Examiner Annie Neal Huntting

Scheduled further prehearing conference

Continued on Page 99

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Combination manager and salesman. Will pay top salary and incentive for proven ability. Must be aggressive. Daytimer, midwest location. Box 782M, BROADCASTING.

Southeast single market station needs experienced manager who can handle most of selling. Good permanent opportunity for producer. Salary-percentage. Write Box 796M, BROADCASTING.

Sales manager. Experienced. Excellent opportunity. WHTG, Asbury Park, N.J.

Sales

Salesman-experienced. Great potential with established northern New York station. $75.00 weekly plus excellent commission arrangement. Box 616M, BROADCASTING.

Wanted: Aggressive radio salesman for major market. Salary and commission. Write Box 618M, BROADCASTING.

Salesman wanted by Minnesota radio station. Good guarantee. Excellent opportunity for hard worker. Box 639M, BROADCASTING.

Experienced man to manage national sales for two radio stations and supervise local sales headed by sales manager. Box 752M, BROADCASTING.

Aggressive, energetic sales manager for topflight NW Pennsylvania fulltimer. Good opportunity. Box 763M, BROADCASTING.

Salesman for midwest station. Will pay top commission and draw to salesman with proven ability. Box 783M, BROADCASTING.

California, KCHJ, Delano. Serves 1,300,000. Increasing sales staff.

Southern tv station expanding sales staff. Solid accounts. Guarantee. Write Bill Bigley, General Manager, KTVE, Monroe, La.

Have immediate opening for salesman and announcer, top salary paid. Located in the state capitol of the world, Huntsville, Alabama. If applying for announcer's position, send tape with resume. If applying for salesman's division, send full details regarding experience. Reply to M. D. Smith, % WAAY Radio, Box 986, Huntsville, Alabama.

Experienced salesman for small, single market station. Future management opportunity for right man. Write Jimmy Childress, Box 1114, Sylva, North Carolina.

Experienced salesman—ambitious and capable of advancing—5000 watt CBS affiliate station, in Connecticut—outstanding opportunity, salary and commission, please send complete information before interview to: Roosevelt & Gourd, 37 Wall Street, New York City.

Need sales and programs staff for new station opening August 15 in Aztec, N. Mexico. Not top forty. Send resume and tape to I. E. Shaan, 1404 Mesa Verde, Farmington, New Mexico.

Help Wanted—(Cont'd)

Announcers

Morning man with first class ticket for northeast independent, emphasis on announcing. Opportunity unlimited if you're willing to work. Box 479M, BROADCASTING.

Announcer wanted for staff position on North Carolina daytimer. Prefer man with experience. Send photo and full information. Box 619M, BROADCASTING.

Southern tv station will consider neat appearing radio announcer for booth/live work. Send photo and tape. Box 673M, BROADCASTING.

Michigan network affiliate seeking top announcer with experience to build audience in major metropolitan area. Top opportunity for advancement to right man. Also want announcer-copywriter. Send complete info, including samples of work to Box 678M, BROADCASTING.

Winter will be here before you know it then you will wish you had answered this ad. This is your opportunity to trade your overcoat in for a palm tree. Florida is calling, offering a swinging dj the finest working conditions, $125 per week to start and relaxation on the beach. Location? Not Miami, but between Miami and West Palm Beach. Air mail your tape and resume now and be the wise one who realizes that opportunity knocks but once. Box 698M, BROADCASTING.

Experienced announcer needed by fulltime station in progressive Georgia small market, near Atlanta. Good working conditions and benefits. Above average salary to right man desiring permanent position. Write Box 700M, BROADCASTING.

Ohio—competent staff announcer wanted, run board, take shift, $75.00 to start, experience desirable. City of 35,000, opportunities in 3 station chain. Send tape, resume, full details. Box 727M, BROADCASTING.

Experienced staff announcer. Eastern chain. Send tape, photo, resume and salary requirements. None returned Box 728M, BROADCASTING.

Wanted: Top flight staff announcer. Good position open with outstanding mid-west station. Box 736M, BROADCASTING.

Midwest program-conscious good music station adding dj. Want experienced man, not format frantic. Send tape, picture, resume to Box 740M, BROADCASTING.

Woman announcer-copywriter wanted by successful quality medium market operation. Send details including photo, audition tape, references and salary expected. Box 744M, BROADCASTING.

Chicago fm station needs first phone announcer. Box 764M, BROADCASTING.

Engineer-announcer—emphasis on announcing. 5000 watt daytime, middle Georgia, two station market. Send tape and resume to Box 772M, BROADCASTING.

Experienced, versatile announcer good music station vicinity Cleveland. $125.00 plus opportunity to sell. Send tape and resume. Personal interview necessary later. Box 789M, BROADCASTING.

Immediate opening for Grade A personality morning man who can run an adult appeal early morning show in the best living city in the U.S.A. Possibility of P.D. job for right man. This is a permanent job. Send salary, experience, photo and tape in first letter to Manager, P.O. Box 1400, Fort Lauderdale, Florida.

Radio Brazosport needs an experienced morning man. Good salary for right man. Send full information to Jim Hairgrove, KBRZ, Freeport, Texas.

Help Wanted—(Cont'd)

Announcers

Good pay for the right man. Pleasant working conditions in the Magic Valley of Texas. Must have good voice and good reputation. Send background information and tape in first letter. KSOX, Raymondville, Texas.

Position open for an experienced announcer, at 5kw Connecticut station. Send resume and tape to Program Director, WATR, Waterbury, Conn.

Kentucky. Outstanding staff announcer needed September 1st. News delivery important. Salary open. Send no tape. Give references. State past earnings. WBLG, First Federal Building, Lexington, Kentucky.

Announcer, experienced, for indie with local format. Insurance and profit sharing plans. No collect calls. WCOJ, Coatesville, Penna.

Wanted: A good solid announcer for central Pennsylvania daytimer. We will pay a worthwhile salary to the right applicant. Contact George Mastrian, WCPA, Clearfield, Penna.

5000 watts outlet needs versatile announcer, play-by-play helpful, but not required. Send background, reference and tape to A. E. Spokes, WEAV, Plattsburg, N.Y.

Needed: One or two men (or girls) with 1st class ticket. Lite maintenance. Be willing to help in copy, sales, or announcing. Northern Indiana—Two stations. Udell, WIMS, Michigan City.

Negro disc jockey needed at once. Send audition tape, photo. and complete information first letter. Send all to Fred Webb, WMFS, Chattanooga, Tennessee.

Deejay for all night swing, major market. Must have first phone ticket. Send tape to National Program Director, Storz Stations, Omaha, Nebraska.

Technical

Wanted: experienced engineer. Take complete charge engineering department. Excellent position for right man. Box 735M, BROADCASTING.

Chief engineer for two station combine. All-around ability required with directional array and transmitter knowledge and experience a must. Good opportunity for advancement for qualified man with a growing and established organization. Write, wire or phone: WPIK, Alexandria, Virginia. Personal interview required.

First class transmitter engineers WAMS, Wilmington, Del., and WRAP, Norfolk, Va. Chief for KATZ, St. Louis, Mo. Contact Tim Crow, Rollins Broadcasting, 414 French St., Wilmington, Del.

Production-Programming, Others

Newsman for both desk and air work, with emphasis on local news, wanted for New York City metropolitan area station. Send resume, tape and photograph. Please write to Box 669M, BROADCASTING.

Public relations-promotion manager, radio/tv operation Ohio area. A good air man with a background of practical experience in announcing, continuity and production. Married; veteran; age 30-35; capable public speaker and mc. A steady, dependable and personable man, capable of producing sales brochures, market data, sales service, trade paper news and advertising copy, promotional gimmicks and feature program specialties. Aggressive, but not high pressure. Box 680M, BROADCASTING.

Help Wanted—(Cont'd)

Production-Programming, Others

Newsman to write and air local news, handle mobile unit, remotes on successful station. Must know how to produce human interest features as well as spot coverage. Send details, audition tape, photo, salary expected. Box 745M, BROADCASTING.

Experienced radio newsman desiring television experience. Good salary. Box 750M, BROADCASTING.

News director for completely equipped radio and television dept. Upper midwest. Network affiliate. Send details Box 751M, BROADCASTING.

Continuity writer, able and experienced, to take charge of continuity department. Pleasant work, good pay. Send resume and samples to Scot McCullough, KAKE Radio, Wichita, Kansas.

Wanted, outstanding production man to create and tape production commercials, tape and edit special event features, handle three hour daily popular music show. Excellent salary. Resume, sample tapes, photo to Manager, WCSH-Radio, Portland, Maine.

Traffic director for major market station in multiple station chain. Some secretarial. Call Jock Bliss at Glendale 6-5461, or write: WLAV-AM-FM, 6 Fountain Street, Grand Rapids, Michigan.

News director. Must be experienced in gathering, writing and airing. Heavy on local. Send tape and full information WNXT, Portsmouth, Ohio.

Newsman wanted—one man news-department. Town of 36,000. We need a mature minded, educated individual in love with news, not afraid of extra hours. Use beeper phone, minitape. College, radio, and news coverage experience desirable. Full details and tape to Mr. Richard Scholem, P.O. Box 573, Massillon, Ohio.

RADIO

Situations Wanted—Management

Manager-engineer, will sell, prefer single station market. Let's talk. Box 150M, BROADCASTING.

Believe it or not a young aggressive radio executive exists who does not have all the answers. If you want a creative mind capable of adapting a format to meet your specific needs, please write! My forte is creative sales and my experience is primarily in sales and sales administration. Currently employed as assistant general manager in major market earning over fifteen thousand a year plus percentage of gross. Only reason for looking, ambition! Box 617M, BROADCASTING.

Proven, young, energetic sales manager earning $10,000 ready for general manager position. Top announcer, creative producer-writer, sales leader. Experienced both major and small markets. Fresh, imaginative ideas. Married. College. Civic-minded. Best references. Prefer west. Do you have challenge for me? Box 628M, BROADCASTING.

Station manager, r/tv. Capable. Programming and sales. Proven record. Box 646M, BROADCASTING.

University trained. 10 years experience, 7 as program director. Seeking assistant or full managership. Prefer remaining in Florida. Box 689M, BROADCASTING.

Experienced general manager, previously managed small market station, now commercial manager in one of top 10 markets. Want to manage small to medium market south or southwest. Throughly trained in every phase. Sales know-how, ticket. Family, sober, civic and church leader. Box 715M, BROADCASTING.

General manager-sales manager. Fifteen years experience selling spots, co-op package deals, saturations, segments to regional, local, retail, distributors. Thorough knowledge station operation. Highest industry references. Box 730M, BROADCASTING.

Manager-commercial manager, chief engineer and announcer. Top references, experienced. Box 739M, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Manager and/or sales manager. Top caliber personality and background. Experienced in format, standard and network stations. Strong on creative and promotional selling. Keen market analyist. Strong leader and developer of talent. Superb salesman. Career minded broadcaster dedicated to qualitative commercial concept. Available soon. Box 741M, BROADCASTING.

Need a manager? Presently assistant manager Massachusetts chain. Ten years proven sales record. Only quality station apply. Box 767M, BROADCASTING.

Radio executive ambitious to manage, sell and promote small-medium market 250—5 kw independent non-union adult station whose honest owners value the community interests of their listeners and the sales needs of their clients. Anxious to build profitable-proud good-music "Home Town" station. Experienced all phases radio-tv, dependable, young, married, family, college, ambitious, no-clockwatcher. Must have free-hand within limits of realistic budget. Will consider all markets. Box 775M, BROADCASTING.

Manager wishes to locate in medium mid-west or south central single or dual station market. If your station is capable of doing more business and you will permit honest, conscientious, competent operation, let's discuss my fifteen years of radio. Then you be the judge. Box 787M, BROADCASTING.

Station manager. Available on or before August 15. Present property sold at six figure capital gain after I tripled billings. Write Box 790M, BROADCASTING.

Sales

Impeccable references, background, earnings demonstrate aggressiveness, intelligence, character. Mature (35), choosy; yet adaptable. Brief sales (1½ years), 17 years metropolitan broadcasting provide merchandising, national rep, retailing, promotion, programming-sales comprehension. Large market only or small market with management-ownership proviso. Box 537M, BROADCASTING.

Salesman/announcer. Sales specialist. Mike pro. Young, ambitious. Knowledge of all station operation. Box 613M, BROADCASTING.

Experienced, aggressive, selling and announcing. Young, married, children, veteran, college. Box 774M, BROADCASTING.

Attention Owners of radio station. Is your station losing money? Have you a lazy sales manager? I can make you profits. Box 784M, BROADCASTING.

Can sell radio time; prefer some announcing. Proven sales record. Ray Malone, Rt. 5, Box 102, Chillicothe, Ohio.

Situations Wanted—(Cont'd)

Announcers

Announcer—I have what it takes. If talent really tells, let this beginners tape talk. Box 538M, BROADCASTING.

Personality-dj; strong commercials, gimmicks, operate board. Steady, creative, cooperative. Box 539M, BROADCASTING.

Young man determined to succeed. Well trained. Any reasonable offer? Box 540M, BROADCASTING.

Announcer, young, eager to learn. Cooperative. Prefers Penn. Operate board. Box 541M, BROADCASTING.

Announcer, mature. Sales minded. Copywriter. Good background. Operate board. Box 542M, BROADCASTING.

Negro announcer-dj intelligent. Versatile. Sales experience. Socko show. Box 543M, BROADCASTING.

Female announcer, plus. Good background. Women's programs, plus. Reliable. Versatile. Box 610M, BROADCASTING.

Gospel programs. Announcer - producer - packager. Capable handling commercials staff duties. Box 611M, BROADCASTING.

TV-AM basic network outlet in medium market seeks desirable spot for one of its well-qualified, capable staff men unavoidably made surplus by change in program policy. Good habits, best references and good performance. Wire station for details through Box 643M, BROADCASTING.

Personality-dj. Creative, gimmicks, commercials, sales. Steady. Cooperative. Tape available. Box 644M, BROADCASTING.

Announcer, 34, top news and commercial man; first ticket, dim view top 40s. Box 720M, BROADCASTING.

Southeast especially Florida, broadcasting school graduate, announce, operate board. Box 732M, BROADCASTING.

Morning man—5 years experience, married, Minnesota—Wisconsin stations preferred. Box 734M, BROADCASTING.

Announcer—1st phone, play-by-play. Presently top market. 10 years experience. Box 738M, BROADCASTING.

Negro announcer, network quality experience, versatile, spirituals, desires position future. Box 746M, BROADCASTING.

Experienced announcer—first phone. No maintenance. Married, stable, dependable. Prefer top forty or strong pop music operation. Minimum $85. Oklahoma, Miss., Texas, La., Mo., or Kansas. Box 947M, BROADCASTING.

North westerner—Open for genuine offers. Some experience. License. No maintenance. Box 748M, BROADCASTING.

AIR PERSONALITIES

- **Must have proven rating in large metro market**
- **Distinctive personality**

Send aircheck and resume

Lester M. Smith—General Manager

Seattle, Portland & Spokane Radio

P.O. Box 5886, Portland 22, Oregon

KJR Seattle — KXL Portland — KNEW Spokane

Situations Wanted—(Cont'd)

Announcers

Solid major market experience, college graduate, 25. Rating-nabbing dj, convincing commercials, knowledgeable newscasts. Know modern radio. Box 754M, BROADCASTING.

Announcer-deejay finishing service. Five years radio-tv experience including WRC, Washington; WBAL, Baltimore. College graduate. Available September 7. Box 757M, BROADCASTING.

Versatile first phone-announcer. No maintenance. Six years radio. Capable airman, handle copy, programming; experienced news reporter. No sales. Minimum $100. South only, want Atlanta, Chattanooga, or Florida. Box 758M, BROADCASTING.

Top quality staff voice—air salesman. Married, vet, handle anything. Box 759M, BROADCASTING.

Announcer-dj—14 months experience, would like to locate in midwest, available immediately. Married, $70 weekly, tapes. Box 762M, BROADCASTING.

DJ-announcer wishes to relocate in southeast. Production minded, young, ambitious. Box 770M, BROADCASTING.

Two upstate New York announcers desire move to even larger market. DJ, news, commercials. Box 786M, BROADCASTING.

Announcer-disc jockey: Want a man with excellent air experience in staff or personality work? Fifteen years of successful radio broadcasting, ideas, college degree and dependability and more is yours if you permit me to prove it. Must be permanent. Let me show you the proof. Personal interview only. Box 788M, BROADCASTING.

Veteran sportscaster now accepting assignments for coming football and basketball seasons. Prefer permanent tie-up, but will consider free-lance. Top markets only. Box 793M, BROADCASTING.

Experienced radio announcer, mature, pop show, good news. Excellent voice. Box 797M, BROADCASTING.

Your nite-owl man with a flair for the unusual. Yakateer — pitchman — music-man, Cholly "Knickerbrown" Brown at your service. AM. 2-3972. The Bread? One loaf per week. 3847 Olentangy Blvd., Columbus 14, Ohio.

Exciting football, basketball, baseball sportscaster-salesman. 6 years experience. 1st phone. Basil deSoto, 1801 Coldwater Canyon, Beverly Hills, Calif. Crestview 5-8592.

Combo-man: First phone: Trained in all phases of broadcasting: Married, prefer western states. Available now. Rick Huntoon, 157 Ximeno, Long Beach 3, Calif., phone GEneva 3-4682.

Situations Wanted—(Cont'd)

Announcers

Young negro disc jockey. "The fabulous junior king of rock n roll." Experienced; references, college, vet. Travel. Write: Freddie McMorris, 826 S. Wabash, Chicago, Illinois.

Announcer, 1st phone. $85, no car. Berkshire 7-6721 after 5:00 p.m. Walter Piasecki, 2219 N. Parkside, Chicago.

Announcer/engineer, with ability to write copy, and experience in sales. 1st class ticket. Will work hard. Prefer north east location. Will do maintenance if necessary, will travel if necessary. Write to Garfield Ricketts, 406 East 140th St., New York 54, N.Y.

Announcer. Three years college, speech, English major. Married, mature, reliable. Tape, photo, resume. Strong news, commercials. Everett Roberson, Midwestern Broadcasting School, 228 S. Wabash, Chicago. Wabash 2-0712.

Young, ambitious man desires position as announcer-dj in New England-upstate New York area. Tape-resume upon request. Mal Starratt, 52 Akron St., Meriden, Conn.

Negro dj. Six years experience, contact Clarence Williams, 113 Reid Avenue, Brooklyn, N.Y.

Top-notch country dj and salesman. Can sell own shows and others. Ten years experience. References. Curley Wilson, 713 Irwin Ave., Chillicothe, Ohio, or phone Prospect 3-0167.

Technical

Florida opportunity wanted. First phone. Experienced radio, tv, and communications. Box 579M, BROADCASTING.

Chief engineer. Ten years am-fm. Experienced to 5 kw. Studio and transmitter maintenance. Remote control. Wants permanent job with good future. Possibly working into television or management. What do you have to offer? Box 756M, BROADCASTING.

Chief, construction, modernization, operation. Have tools, test gear, transportation. Fair announcer. Some experience in accounting, sales, management. Mature, family man. College graduate. Southeast only. Box 785M, BROADCASTING.

Engineer: First phone. Eighteen years chief. Three years television. Can double in sales. Box 795M, BROADCASTING.

Chief engineer/staff announcer. Available now. North Carolina only. 3 years same station. Box 802M, BROADCASTING.

2nd phone (Also ham license) wants work Chicago or vicinity. LA 5-5060.

Situations Wanted—(Cont'd)

Production-Programming, Others

Highly experienced radio/tv copywriter, (Mature, friendly, personable), for California or Texas. Creative account executive or women's show narrator—specialize food, retail, real estate. National ad agency, department store experience. Box 249M, BROADCASTING.

Newsman-announcer . . . Experienced, all phases top CBS affiliate radio tv newssports. Excellent references, college degree. Prefer west coast. Box 655M, BROADCASTING.

Storz-type production manager and idea man. Have top 40-itis. Would like to swing with good music station. $150 minimum, midwest only. Box 733M, BROADCASTING.

News director desires more challenging position with lively news operation. Authoritative delivery. Resourceful, creative writer. Over decade in radio. Box 737M, BROADCASTING.

Newsman. Experienced professional. Will be happy as director, reporter or newscaster anywhere news is important. Box 765M, BROADCASTING.

Need a quality program director. Management knowledge, programming ideas, top deejay. Presently operations manager New England chain. Box 766M, BROADCASTING.

Qualified young man with proven rating record as program director and disc jockey available. Prefers west coast. Must have $150.00 weekly. Box 768M, BROADCASTING.

Resourceful newsman seeks position with station intent upon doing sincere job of informing listeners. Can write, gather, deliver! Aggressive! Married, B.S. Box 773M, BROADCASTING.

TELEVISION

Help Wanted—Management

Proven small market experience in sales management needed by southern full-power vhf. 5-figure annual salary to man who can qualify. Box 674M, BROADCASTING.

Sales

Experienced tv salesman for Chicago representative. Prefer man age 25-32. Box 170M, BROADCASTING.

Experienced tv salesman. Opportunity to become sales manager. Medium southeast market. Box 671M, BROADCASTING.

Full power vhf in medium southern market is expanding staff. Need two men to fill out sales department. Good opportunity. Good pay. Good accounts. Box 675M, BROADCASTING.

TV sales manager to manage national sales 2 tv stations and supervise local tv sales managers. Box 753M, BROADCASTING.

TV salesman. Opening on area sales staff, WISH-TV, Indianapolis. Excellent opportunity for experienced salesman. Mail only, complete details to Joseph E. Lake, Commercial Manager.

New local tv programming creates growth opportunity for stable executive type salesman. A little radio or tv time sales experience and much ability on your part along with my help and leads to get you started should result in $8,000 to $10,000 commission per year soon and more in future. Salary first 6 months. Send resume and photo to Keith Oliver, Sales Manager, WJIM-TV, Lansing, Michigan.

Announcers

Southeastern vhf interested in announcer with tv experience. Personality, voice quality, must be excellent. Man we are looking for is employed happily, but desires to move and improve. Box 597M, BROADCASTING.

Staff tv announcer for San Diego station. Must have good on-camera personality. Include photo with resume. Write Box 664M, BROADCASTING.

Wanted. On camera announcer with good delivery and ability to deliver selling commercials. Station now expanding facilities to cover all north Texas and southern Oklahoma. Apply by letter only to C. I. Hinkle, KXII-TV, Ardmore, Oklahoma.

KQV IN PITTSBURGH

HOTTEST STATION IN THE EAST

Auditioning for all-night man. Fast pace, modern operation.

Send tape, air check, photographs and resume to:

Chuck Dougherty, Program Director

KQV

Pittsburgh 19, Pennsylvania

Help Wanted—(Cont'd)

Announcers

Newscaster—Announcer. Send tape, photo and background. WAFG-TV, Huntsville, Ala.

Technical

TV engineer who would enjoy installation, maintenance, and operation of studio, transmitter and microwave equipment in Montana's newest, most modern tv studio. Box 729M, BROADCASTING.

Chief engineer for tv station now expanding facilities. If you are qualified to step up to full responsibility of chief engineer and technically qualified and capable of employing and supervising personnel, write your application to C. I. Hinkle, KXII-TV Ardmore, Oklahoma. Facility is being expanded to cover north Texas and southern Oklahoma and opening is immediate.

TV engineers wanted. Vacancies available in southern capital city station for transmitter engineers. Send complete resume to Arthur Lancaster, WRAL-TV, Raleigh, N.C.

Production-Programming, Others

Producer-director position open in southeastern vhf. Give full details as to experience ambitions, and salary requirements. Good team man with vitality, originality and plenty of ideas wanted. Box 598M, BROADCASTING.

Working news director wanted for vhf in southeast. Must be able to write, edit, shoot 16 mm, and possibly do an on-the-air job. Box 599M, BROADCASTING.

If you have had experience in program/production and are looking for location where you can have full charge, you may be the man we want. This is an opportunity seldom offered. Give us details. Southern market. Box 676M, BROADCASTING.

Public relations-promotion manager, radio/tv operation Ohio area. A good air man with a background of practical experience in announcing, continuity and production. Married; veteran; age 30-35; capable public speaker and mc. A steady, dependable and personable man, capable of producing sales brochures, market data, sales service, trade paper news and advertising copy, promotional gimmicks and feature program specialities. Aggressive, but not high pressure. Box 680M, BROADCASTING.

Production manager and director-switcher. Medium-sized station stresses quality commercial production. Must be reliable, conscientious and able to direct others. Degree or comparable experience required Box 761M, BROADCASTING.

Wanted for Atlantic states vhf station in major market, a traffic manager and a film director. Please send complete resume, references and picture to Box 778M, BROADCASTING.

Production supervisor. Position opening in long established, south central vhf, CBS basic station. Excellent facilities and staff. Send full details as to experience, salary requirements, references. Must possess leadership, creativeness, production know-how, desire to work. Box 794M, BROADCASTING.

TELEVISION

Situations Wanted—Sales

Experienced syndicated tv program sales. Covering New England. Good contacts, good closer. Open to anything promising. Box 801M, BROADCASTING.

Announcers

Proven record on and off camera for eight years. Currently employed in major three station market. Sports, commercials, news, you name it. Looking for that rare opportunity. Box 668M, BROADCASTING.

Mature quality voice—Air salesman. Married, vet wants top radio market. Will consider start in tv. Box 760M, BROADCASTING.

Experienced radio announcer seeking tv opportunity. Good voice, excellent appearance. Box 798M, BROADCASTING.

Newscaster—with novel gimmick (trained dog acts as copyboy). Dignified voice, versatile in staff operation. $100 per week. Johnny Edmund, 502 Annadale Drive, Columbus 14, Ohio. Telephone AM 8-7936.

Technical

Engineer-studio, 6 months experience. Willing to learn. Television workshop graduate. Box 755M, BROADCASTING.

Young married man with 1st phone desires television position. Some operational experience, and college training. Presently employed. Write, Nick Brower, Jr., 101 Kenwood Way, San Francisco 27, California.

Production-Programming, Others

Production assistant, five years experience large market, desires relocate small market as production manager. Salary open, family, college graduate, highest references. Box 477M, BROADCASTING.

TV production man, 26 years old, vet. BA, MA, UCLA. Desires position with a future. Box 641M, BROADCASTING.

Writer-producer-director. Practical experience, local, regional. Creative. Versatile. Box 645M, BROADCASTING.

TV production man with know-how and ideas. Professional experience: directing, camera, video, audio, projection, studio lighting, film edit, 3 years. Radio announcer, 2 years. Taught radio-tv midwest university, 3 years. BA and MA degrees in radio-tv programming. Will receive PhD degree same area upon completion of dissertation. All offers considered. Family. Available immediately. Box 749M, BROADCASTING.

Program director, 7 years tv, 2 years as program director major market experience. Available personal interview. B.A., family, mature, honest, able. Box 775M, BROADCASTING.

Producer, director, switcher seeks challenging job west of Chicago. Have directed all types programs from Bach to Baseball. Over 10,000 hours directing live programs. Top references. Box 780M, BROADCASTING.

TV-radio news director—Past six years highest rated news show in five station market. Shoot, write, present, produce news. Desire move to sea coast station. Present salary in five figures. Will negotiate for right location. Box 799M, BROADCASTING.

Situations Wanted—(Cont'd)

Production-Programming, Others

Film cameraman experienced in motion pictures (Sound and silent), processing and editing. Excellent still photographer. Schooling at Kent State U., Ohio and U. of Miami, Coral Gables, Fla. Currently working fulltime WMSB-TV and part time WILX-TV in Michigan. Age 26, will travel. Write Charles Warner, Jr., 1621 W. Shiawassee, Lansing 15, Michigan.

FOR SALE

Equipment

For Sale: 1 Presto-85E recording amplifier with 2 recording mechanisms model 6N. Box 550M, BROADCASTING.

Complete 25 kw tv transmitter. Channels 2 thru 6. Low price. Send for details. Box 667M, BROADCASTING.

RCA BTF-3B fm transmitter. 3 kw output. Details. Box 725M, BROADCASTING.

Ampex stereo 350-B2P $1400; 351-2P $1500; 2 Telefunken U/47 @ $275; 2 KM-56 @ $340, all like new. Box 771M, BROADCASTING.

Best offer buys: One G.E. type BT-4-A 10 kw fm amplifier with several used output tubes. This unit requires a 3 kw driver. It is in good operating condition. Call Washington, D.C. at ADams 4-0700, Ext. 101A.

Collins 300 G 100/250 watt transmitter complete with antenna tuning unit—Spare tubes—less crystal. Presently being used on 1400 kc. $1250.00 f.o.b. Galesburg, Illinois. Available about October 1st. WGIL, Ray Bevenour.

Will have available soon for sale one Lehigh 212-foot self supporting tower complete. Also approximately 1000 feet of rigid 7/8" co-ax transmission line. Make an offer to Marvin Seimes, Chief Engineer, WGNY, 161 Broadway, Newburgh, N. Y.

Western Electric 310-B, mint condition, 10 sets tubes. Western Electric high level modulated transmitter ok for standby, Conelrad, both equipped remote control. Want Langevin "Progar" or equivalent. Make me an offer. Fred Haney, Jr., WRAL-Radio, Raleigh, N.C., phone Temple 4-6401.

Flashcasting Trans-Lux news sign . . . 61' x 4'5". Complete remote control equipment. Good working condition. Reasonable. WRVM, 130 Clinton Avenue South, Rochester 4, N.Y.

Caterpillar diesel and generator model D8800. Output 50 kw. In A-1 condition. No reasonable offer refused. Write WTAL, Drawer A, Tallahassee, Florida.

Stephens Wirless microphone complete, used, in excellent condition—$250.00. Camera Equipment Co. Inc., 315 W. 43rd St., New York, JUdson 6-1420.

Complete radio broadcasting equipment—RCA model 5 DX transmitter, 5 kw, now operating in good condition on 1150 kc. Includes three Blaw Knox self-supporting antenna, 223, 223, and 465 feet high, tower beacon equipment, transmission lines and couplers, monitoring and metering devices, and text equipment. Sealed bids will be opened at 2:00 P.M., CST, August 25, 1959. Address inquiries and requests for bid forms to Director of Business Affairs, East Baton Rouge Parish School Board, P.O. Box 2950, Baton Rouge, Louisiana.

FM, am, tv transmitters, studio consoles, cameras, everything in broadcast equipment. Call Mr. Charol, Technical Systems Corp., 12-01 43rd Ave., Long Island City, N.Y.

TV OPPORTUNITIES-SOUTHERN VHF

Expansion Program Makes Available These Positions

SALES
Local and regional
$5000 guarantee
Radio experience okay

PRODUCTION
Experienced director and
Film Editor $100 +

ANNOUNCING
Booth and live
Send tape and photo
Radio experience okay

Box 800M, BROADCASTING

FOR SALE

Equipment—(Cont'd)

Immediately available. 30 only, high voltage RF-85KC power supplies. Input: 115 volts, AC 60 cycle. Output: 40,000 volts, 500 microamps, 6-10,000 volts, variable tap. Both outputs fully regulated with complete 14 tube regulator. Available fob Toledo. Inquiries invited for all or part. Giantview Television Network, 901 Livernois Avenue, Ferndale 20, Michigan.

WANTED TO BUY

Stations

Looking for us? We're looking for you. Small market station our goal. West preferred. Considerate and reasonable with your offer. Let us hear from you. Box 627M, BROADCASTING.

Wanted: Two experienced broadcasters desire to lease or buy small am station in 15-25,000 area. All replies confidential. Box 743M, BROADCASTING.

Equipment

1 kw fm and other fm accessories. Write Box 631M, BROADCASTING.

Tape recorder, professional type, rack mounted or portable. Box 726M, BROADCASTING.

REL model 707 STL or equivalent. Also Hammarlund R.F. Remote control unit. Box 729, Glendale, California.

Used 5 kw am transmitter, must be in good condition. Jim Petty, WGAY, Silver Spring, Maryland.

1-10 kw fm transmitters. TV transmitters any power, am transmitters 5 and 10 kw urgently needed. Cameras and studio equipment. Technical Systems Corp., 12-01 43rd Avenue, Long Island City 1, N.Y.

INSTRUCTIONS

F.C.C. first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City, and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta. 1139 Spring St., N.W., Atlanta, Georgia.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting Sept. 2, Oct. 28, 1959, January 6, March 2, 1960. For information, references and reservations write William B. Ogden, Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

F.C.C. license in six weeks. Inexpensive, practical. Resident class August 3. Pathfinder, 510 16th St., Oakland, Calif.

MISCELLANEOUS

Ready for Fall? For discriminating sponsors, order custom radio spots. No jingles. M-J Productions, 2899 Templeton Road, Columbus, Ohio.

Qualified consulting engineer. Specializing in daytime applications, frequency surveys, and power increases. Area west of the Mississippi. Douglas F. Mariska, 1006 East 16th Avenue, San Mateo, California.

RADIO

Help Wanted—Sales

Aggressive and "major market experienced"

SALES MANAGER

for fast-rising and fast moving station in Top Ten Market. We've got the product—we have been obtaining tremendous gains in sales—so if you want to make BIG MONEY, send us a resume of your qualifications.

Box 696M, BROADCASTING

SALES OPPORTUNITY

Large eastern group is expanding radio and television sales staffs at its stations. These are career positions, paying salary and commission, with unparalleled opportunity to move into management if you are qualified.

Box 792M,
BROADCASTING

Announcers

IMAGINATIVE D.J. PERSONALITY

For one of nation's pioneer radio stations in Southeastern metropolitan market. Send tape, photo and resume.

Box 776M, BROADCASTING

DEEJAY

100 game all sports play-by-play schedule, personal appearances, word hard. We need a man to do all these and more . . . with heavy promotion . . . to be the "big" man with the teenagers in a half-million market. Two station network . . . tops in both areas. Replacing 3-year evening man. Many benefits. $500 a month to START . . . must be worth much more soon. Top experience essential. Send tape and resume immediately to Gerry Grainger, WWCA, Gary, Indiana. Must be available August 1st.

Help Wanted—(Cont'd)

Technical

SALES ENGINEER AUDIO PRODUCTS

Immediate opening for broadcast engineer experienced in all phases of audio equipment and audio systems. Responsible position in sales office of leading broadcast equipment manufacturer. Limited travel. Complete company benefits. Send complete resume and photo.

Box 602M, BROADCASTING

Production-Programming, Others

Promotion-conscious
PROGRAM DIRECTOR

for hot station in Top Ten Market to help us remain the fastest-moving operation in the country: programming, rating and sales-wise. Major market experience required. Send summary of your background and capabilities to

Box 695M, BROADCASTING.

EXCELLENT OPPORTUNITY

For a program manager in one of the ten top markets at a long established station. Must be fully experienced in modern radio, creative, bright and a good administrator. Man must be aggressive, know popular music and be able to build a personality for the station to make it stand out as an independent station among its competitors.

Box 777M, BROADCASTING

RADIO

Situations Wanted—Announcers

Nationally known Deejay
TOM EDWARDS
is now available
Radio and/or TV
Phone—Wire—Write
8025 Parmenter Dr.
Cleveland 29, Ohio
TUxedo 4-6462

TELEVISION

Help Wanted—Technical

Production-Programming, Others

WOMAN FOR MERCHANDISING DEPARTMENT!

Woman with extensive knowledge of merchandising needed at once. Must have knowledge of food and drug business and be willing to relocate. Woman needed to be part of 8-person merchandising department. Send resume to Tom McCollum,

WLEE-WXEX-TV
Richmond, Virginia

Continued from Page 92

for 2 p.m., July 22, in proceeding on am application of Radio Missouri Corp. (WAMV), East St. Louis, Ill. Action July 7.

By Hearing Examiner H. Gifford Irion

Granted petition by Permian Basin Radio Corp. (KHOB), Hobbs, N.M., for leave to amend its am application to incorporate facts relating to transfer of control approved by Commission on April 22; record reopened solely for purpose of receiving tendered amendment and thereafter closed. Action July 10.

By Hearing Examiner Forest L. McClenning

Scheduled prehearing conference for July 16 and on own motion continued without date hearing scheduled for July 23 in proceeding on am application of Laird Bcstg. Inc. (KHAK), Cedar Rapids, Iowa. Action July 10.

Scheduled further prehearing conference for July 23 in Perrine-South Miami, Fla. tv ch. 6 proceeding. Action July 9.

Issued order formalizing certain agreements reached at July 7 prehearing conference in proceeding on applications of David M. Segal, Denver Bcstg. Co., and Satellite Center Radio Co., for am facilities in Boulder, Denver, and Arvada, all Colorado; continued hearing from July 28 to Nov. 16. Action July 7.

By Acting Chief Hearing Examiner Herbert Sharfman

Granted petition by Natalia Bcstg. Co., for dismissal without prejudice of its application for new am station in Natalia, Tex., and retained in hearing status application of Top Bcstrs. Inc., for am facilities in San Antonio, Tex. Action July 9.

Granted petition by South Coast Bcstg. Co., for dismissal without prejudice of its application for am facilities in Laguna Beach, Calif., and retained in hearing status remaining applications in consolidation. Action July 8.

By Hearing Examiner Elizabeth C. Smith

Granted petition by KRHM Bcstg. Co., respondent, for extension of time from July 9 to Sept. 9 for filing proposed findings of fact and conclusions and from July 30 to Sept. 30 for filing replies in proceeding on application of Harold Lampel for fm facilities in Garden Grove, Calif., provided that if prior thereto Commission shall have issued final decision in Redondo Beach protest hearing, proposed findings in instant proceeding shall be filed two weeks from date of release of final decision and reply findings three weeks from date of filing proposed findings. Action July 9.

Granted petition by Bert Williamson and Lester W. Spillane for continuance of prehearing conference from July 8 to July 28 in proceeding on their application and that of Goleta Bcstg. Assoc. for new am stations in Goleta and Santa Barbara, both California. Action July 8.

Scheduled prehearing conference for July 17 in proceeding on applications of James E. Walley for new am station in Oroville, Calif., et al. Action July 7.

By Hearing Examiner Horace Stern

Ordered that briefs of all parties in Boston, Mass., tv ch. 5 remand proceeding be filed on or before July 24. (Previous order of April 14 postponed then-scheduled April 20 filing date.) Action July 14.

TELEVISION

Help Wanted—Technical

Communications

RCA

BROADCAST FIELD ENGINEERS

Qualified applicants should possess first class radio-telephone license, good technical schooling and two or three years' maintenance experience on TV studio or TV transmitter equipment.

These positions will pay top salaries. Liberal RCA benefits included.

For personal interview, please send a complete resume of your education and experience to:

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Employment Manager, Dept. YP-IG

RCA Service Company
Cherry Hill, Camden 8, N.J.

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Stations

WANTED

Radio station in large area. Must have good potential. Will consider any price.
Write: P.O. Box 815,
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FINGER ON THE PULSE
Experienced personnel for radio and television stations for U.S.A. and overseas.
Write, phone or wire
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Specializes in serving the general financial needs, buying and selling of stock, floating issues for purchase or expansion of radio and TV businesses.

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KAPR
Douglas, Arizona
1000 watt daytime. $70,000, with 29% down. Market—copper, cattle, lettuce.
Box 511M, BROADCASTING.

Pacific Northwest Daytimer
Top rated station in good market. 1958 gross, $90,000 with substantial cash flow. 1959 doing even better. $120,000 with 29% down. Excellent terms on balance.
Box 791M, BROADCASTING.

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ESTABLISHED 1946
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APPRAISALS FINANCING
HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
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GUNZENDORFER
California 250 watt station **$11,600** down. Balance 10 years, starting January 1, 1960. Total price **$40,000.** Colorado 1000 watt daytimer **$20,000** down. 10 year payout at **$6500** a year. Arizona 5000 watt daytimer **$140,000.** For control 29% down.
WILT GUNZENDORFER AND ASSOCIATES
Licensed Brokers — Consultants
8630 W. Olympic, Los Angeles, Calif.

Have immediate buyers for Texas and/or New Mexico 250 watters and 1 KW's. List with PATT McDONALD, Box 9266, AUSTIN, TEXAS. GL 3-8080.

Cal.	Single	250w	$38M	terms
Vt.	Single	1kw-D	50M	cash
Ala.	Small	250w	70M	terms
Fla.	Small	5kw-D	115M	terms
Wash.	Small	1kw-D	95M	terms
Miss.	Small	1kw-D	98M	terms
W.Va.	Small	250w-F	35M	terms
Pa.	Small	1kw-D	100M	terms
N.C.	Small	250w	78M	terms
Cal.	Small	500w	175M	terms
Ky.	Medium	1kw-F	175M	terms
N.Y.	Medium	5kw-D	250M	terms
Mich.	Medium	1kw-F	250M	terms
Fla.	Large	250w	250M	terms
S.E.	Major	5kw-D	225M	terms
S.W.	Small	AM-TV	275M	terms
S.E.	Small	VHF-TV	450M	terms

And Others

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CHAPMAN COMPANY
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Please address:
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Experienced Broadcasters
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Ours is a personal service, designed to fit your finances, your qualifications and your needs.
If you are in the market for either an AM, FM or TV station anywhere in the country be sure to contact us at once.
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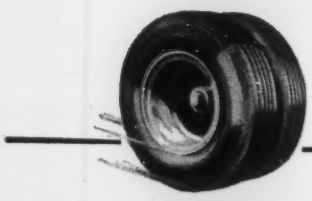
The Stage Before the First Stage!

America's major missile launching pads are served directly on land by trucks — and *only* by trucks. The missile that rides skyward to outer space rides first on a motor truck . . . sometimes all the way across the country. A transcontinental ride for such a "mystery" cargo is just what you'd expect in a land where everything you can think of travels by truck . . . where the business man, the farmer, the storekeeper, the housewife — *everyone* depends on truck transport.



AMERICAN TRUCKING INDUSTRY

American Trucking Associations, Inc., Washington 6, D. C.

THE WHEELS THAT GO EVERYWHERE

ATA

OUR RESPECTS TO . . .

Lloyd Griffin

Lloyd Griffin's achievements as an ace salesman and respected executive in radio and television must cause scarcely a ripple of surprise among his old friends in Centralia, Ill.

For seven years at Centralia's Township High School and at Northwestern U., young Lloyd was a crack debater, participating in state and nationwide competitions. And invariably, Griff (as his friends still call him) was the president of his school class.

There can be no doubt that this ability for skilled persuasion and for leading people stood him in good stead in a variety of jobs he has held in broadcasting over the past 29 years—station announcer-salesman, broadcast media buyer, government information administrator, spot advertising salesman, and, finally, in 1949, a partner in Free & Peters, station representative. The firm name was changed in 1956 to Peters, Griffin, Woodward Inc. to reflect more accurately the contributions of Mr. Griffin, vice president in charge of television, and Russel Woodward, executive vice president.

Looks the Part • Mr. Griffin projects a formidable image. He is a strikingly tall man (about six feet, three inches), robust of frame, with graying, wavy hair enhancing a general portrait of distinction and solidity. His voice retains the resonance of the trained speaker; his manner is poised, warm and friendly in the tradition of the relaxed and confident salesman.

His friends say Mr. Griffin is still an ardent enthusiast of the Midwest in which he was reared although he is not strictly a native son. Lloyd Griffin was born in Tucson on June 23, 1909, when Arizona was still a territory. But his father brought the family eastward to Centralia when Lloyd was an infant. His father operated a small chain of motion picture theatres and served for a term as mayor of Centralia.

A boyhood experience that Mr. Griffin recalls fondly occurred in 1926 when he was 17. He was chosen, along with 31 other boys from throughout the United States, to attend a Young Men's Christian Assn. conference devoted to world peace in Helsinki, Finland.

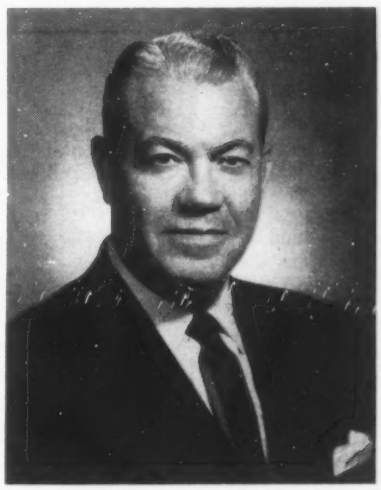
"And this really is a small world," Mr. Griffin comments smilingly, "because one of the other boys, representing Ohio, was Frank Stanton. We've been friends ever since."

Busy Man on Campus • During his high school and college days, Mr. Griffin held an assortment of outside jobs in addition to having an active campus life. In the spring of 1930, when he was a college sophomore, he was engaged to arrange a television exhibit at the university for an experimental tv station. As part of his duties, he served as master of ceremonies on the tv program. An executive of WIBO Chicago (now WIND) was impressed by young Griffin and asked him to join the staff of the radio station.

That initial job while still at Northwestern—a jack-of-all-trades position covering announcing, selling, production and "even sweeping the floors"—provided the impetus for a life-long career in broadcasting. He received a B.S. degree in speech at Northwestern U. in 1932, and he remained in station work until 1936—with WIBO, WBBM Chicago, WXYZ Detroit, and WLW Cincinnati.

From 1936 until 1943, Mr. Griffin worked the agency side of the street at Knox-Reeves Adv., Minneapolis. He was media buyer for the General Mills account for two years and in 1938 was promoted to radio director. Mr. Griffin left the agency in 1943 to join the Office of War Information and was assigned to India as deputy director in charge. It was during his OWI tour that he met H. Preston Peters, then president of Free & Peters. Mr. Peters must have been impressed with the personable Mr. Griffin for he invited him to join the company.

Keeps Moving Eastward • He was assigned to the company's Chicago office from November 1945 until March 1951 when he was transferred to New York headquarters. Mr. Griffin was appointed a vice president of the company in October 1946 and a director in October 1947. He was elected a partner in 1949.



PGW's LLOYD GRIFFIN
Centralians knew it all along

Mr. Griffin envisages the role of a representative to a station as that of a "builder" in all areas of operation: sales, programming, promotion, research, all carried on by different departments, including a station news center for public relations. He is proud particularly of PGW's emphasis on new business development: During the past several months, the company has been implementing its "Mr. Think Bigly" sales presentation, which is designed to acquaint local brokers, distributors, wholesalers, as well as advertisers and agencies, in local areas, with the value of spot advertising. In 1957-58, PGW conducted a similar nationwide tour of its "A Local Affair" presentation.

"This is the strongest year for spot broadcasting," Mr. Griffin contends. "We feel that in 1958-59 spot tv has established itself as a principal advertising medium. There is a keener understanding of spot by advertisers—its prestige has grown over the past two years."

Mr. Griffin believes spot advertising as a whole is in a period of "unparalleled growth," and PGW's future is tied in with this general expansion. He notes that PGW's billing in the first months of 1959 was "the highest in history." The company maintains eight fully-staffed offices throughout the country.

A Salesman's Sidelines • Mr. Griffin is president of the Northwestern U. Alumni Club in New York and last month received the silver service award, in recognition of alumni activities, at the university's commencement exercises. He is a member of the University Club of Chicago; former board member of the Town Club of Scarsdale, N.Y.; the Union League Club of New York, and the Broadcast Pioneers.

Mr. Griffin is married to the former Dorothy Verges of Norfolk, Neb., who was a fellow student at Northwestern. They have two children—Tom, 21, and Valerie, 19—who are students at their parents' alma mater. The family home is in Scarsdale. Last year Mr. Griffin was again a college student, attending a six-week course for top executives given by Columbia U.

For relaxation, Mr. Griffin enjoys golfing (at the Scarsdale Golf Club) and fishing. His Park Avenue office is decorated with color photographs of breath-taking scenery taken by Mr. Griffin, but he says modestly:

"I'm not really a photographer. I just do my best and it usually comes out well."

Quiz answer: Let it out

THE quiz show issue has been resurrected even though quiz shows have declined from their former prominence.

General Sessions Justice Mitchell D. Schweitzer last month ordered the 12,000-word grand jury presentment on the quiz show investigation impounded. Later, because the court's authority had been challenged, he invited parties to file opinions.

(A presentment, the lawyers tell us, is more of a moral than a legal opinion. It is something in between acquittal and indictment. It may allege wrongdoing, but unlike an indictment, does not charge specific persons with crimes.)

The comments of the interested parties were filed last week. As was to be expected, District Attorney Frank S. Hogan insisted the presentment be made public, on the ground that the public has a right to know "the extent to which it has been duped and cheated" and that broadcasters should know the facts. Conversely, two lawyers' associations in New York City supported the permanent impounding and sealing of the document. They argued injustices might be done innocent individuals who, while not named, nevertheless would be easily identifiable because only a few individuals were involved in the allegations of "rigging".

We go along with District Attorney Hogan, albeit not for his reasons. To permanently seal the presentment would be to suppress news. Aside from the improper and probably unconstitutional aspects of suppression, the grand jury's findings inevitably would leak, piecemeal, and would be distorted and emblazoned in headlines, as was the case during last year's "secret" grand jury proceedings.

If there were improprieties, such as the selection of more attractive or telegenic personalities as contestants, it is apparent that there was no gross fraud. If there had been, indictments would have issued from the grand jury instead of the twilight presentment device.

Broadcasters long since have demonstrated their awareness of the problem. The big quiz is virtually non-existent. Moreover, the degree to which networks have recaptured control over programming was attested within the last fortnight by the top tv-radio executives of major advertising agencies in the FCC's programming control proceedings (BROADCASTING, July 13).

Publication of the presentment will provoke headlines. But it would be about last year's purported "scandal." It would blow over. And broadcasters could get back to the business at hand.

Idlewild lesson

IT would be hard to conceive a test that would prove the mass reach of radio and television more conclusively than what happened at New York International Airport a weekend ago. It was night, and a crippled jetliner, part of its landing gear gone, was circling patiently while ground crews prepared for an emergency landing. As the nervous drama progressed, crowds later estimated officially at 50,000 converged out of the darkness to wait and watch.

There were exactly two ways these people could have known what was going on: radio and television. As the plane with its 113 persons aboard passed back and forth overhead, stations interrupted their regular programs to report first the plight of the craft and, later, to describe the progress of preparations on the ground. There was no other way for people to know and the hour was late; yet 50,000 people were there milling about the airport, spilling out around the runway, when the big jet finally came down, past midnight, in a skillful and successful landing after almost four hours of suspense.

There is no way to prove it, but we venture that radio was responsible for a large part of that crowd—especially car radio, an important segment too often discounted by advertisers. Perhaps it is also worth mention that at least one passenger aboard the stricken plane kept abreast of ground preparations by tuning a portable in his lap. Radio does indeed go with the news.

But if the tense night at Idlewild demonstrated the broadcast media's ability to inform and move peple, it also pointed up again the immense responsibilities that broadcasters carry. For the crowds got out of hand, endangering both themselves and the landing of the plane.

There has been no suggestion that the crowd's behavior was the fault of anyone but its members and those whose job is to maintain order. Nor do we know of any sensationalism in station reporting calculated to send people tearing off to Idlewild to see the "show." The mere fact that radio and television have this power, however, must make broadcasters doubly conscientious in using it. They have a responsibility not only to report, but also to do so with careful thought for the consequences.

In an editorial last week the *New York Times* had this to say: "The broadcasting companies cannot be asked to suppress or play down news of such universal interest. But all broadcasts should certainly warn listeners in the strongest possible terms to keep away from the scene. If this could be a quotable Police Dept. order, so much the better." Except for occasional lapses, the *Times* has consistently shown a more sensible understanding of radio and television than most of its newspaper contemporaries. In the present instance, we couldn't agree with it more completely.

As long as the need exists

NO better example of radio's usefulness as an instrument of enlightenment can be found than Radio Free Europe, which began its 10th year of broadcasting July 4.

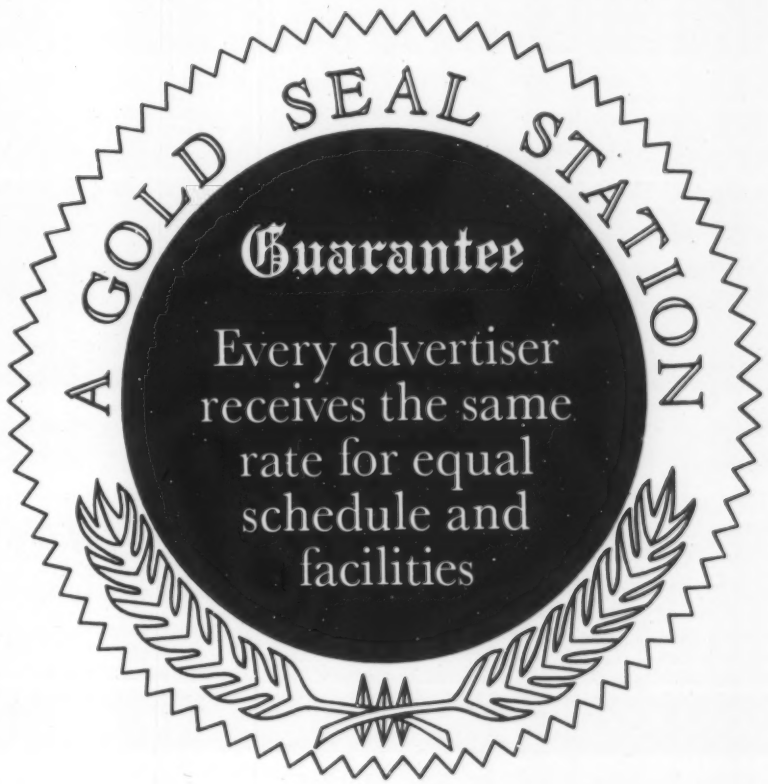
RFE broadcasts "propaganda" in the best sense of the word. Its programs to Iron Curtain countries are intended to give objective presentations of facts as an antidote to the party-line which those people are fed from their own airwaves. However tight the political chains with which they are held, the people of RFE's target countries are the freer in spirit for the information which RFE conveys.

Though we would wish for an end to the need for Radio Free Europe, we are grateful for its presence as long as the need exists.

Drawn for BROADCASTING by Sid Hix

"All summer I've been getting shows I've seen before."

Today...as for the last 31 years...



RADIO 50,000 WATTS **KSTP** **TELEVISION** CHANNEL 5

MINNEAPOLIS • ST. PAUL *Basic NBC Affiliate*

KOB AM-TV Albuquerque, New Mexico

W-GTO AM Cypress Gardens, Florida

Edward Petry & Company, Inc., National Representatives